



The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

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of the MONTH"**

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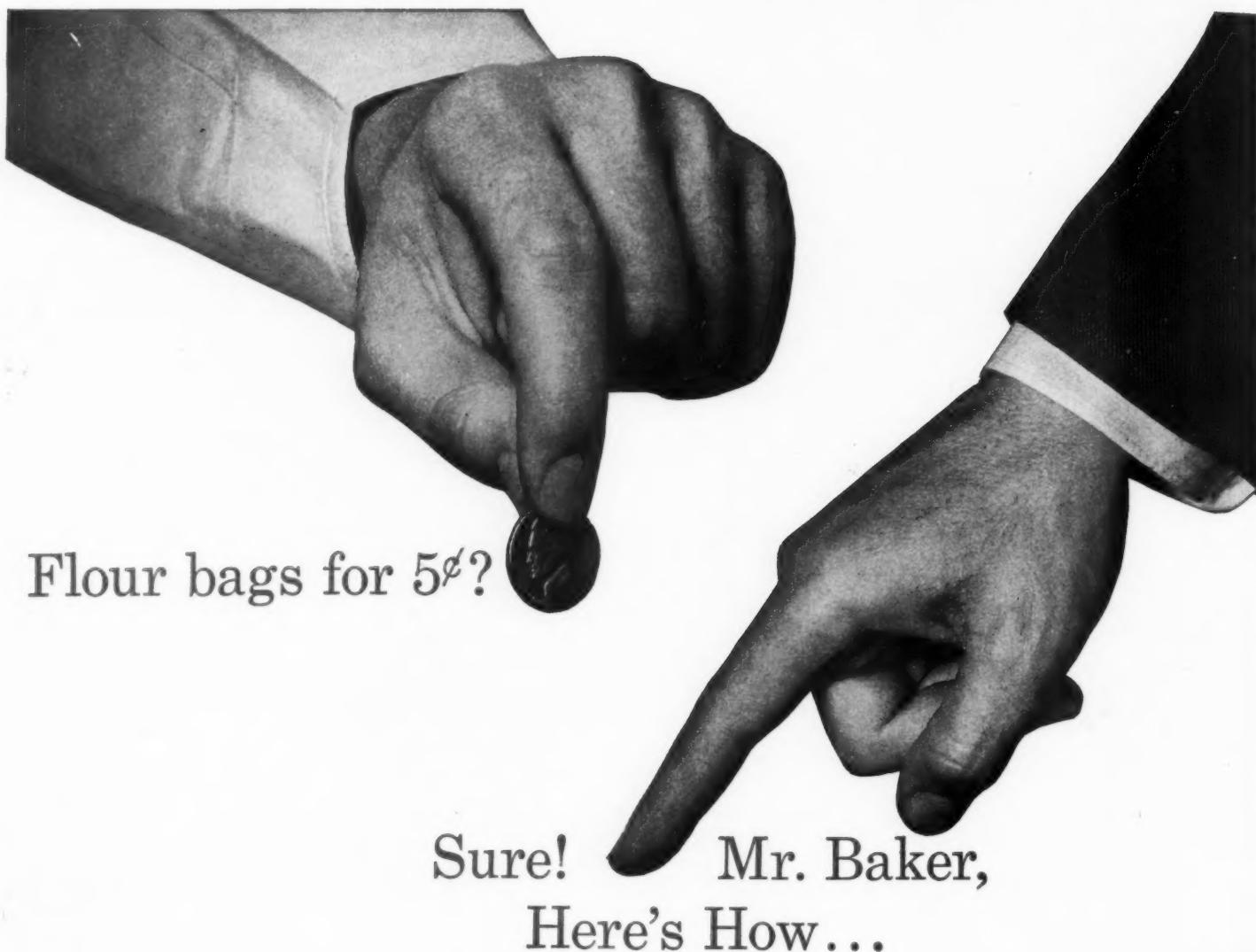
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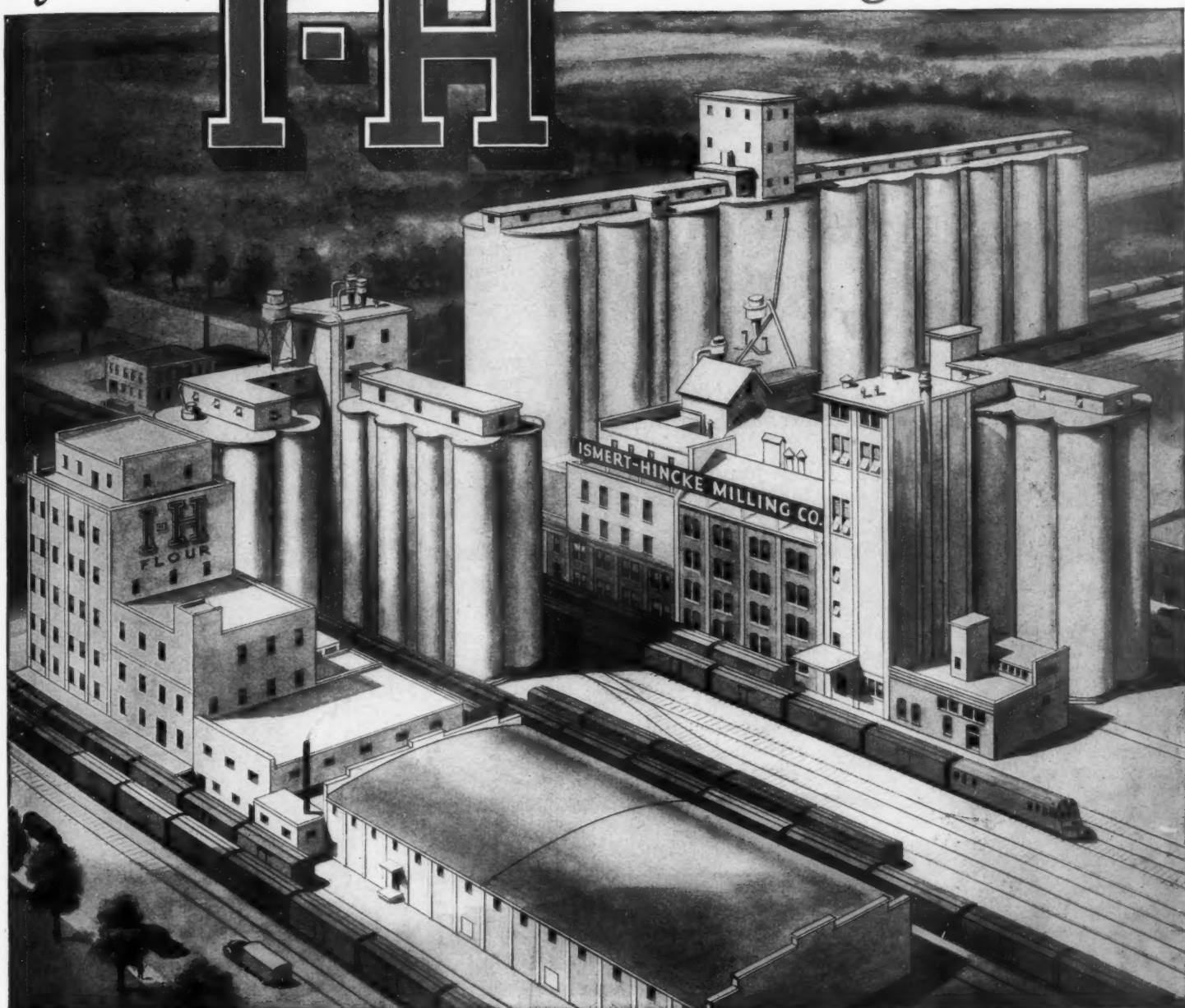
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5,000,000 Bu.

American Flours, Inc.

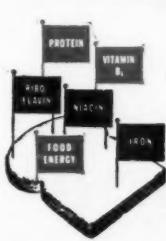
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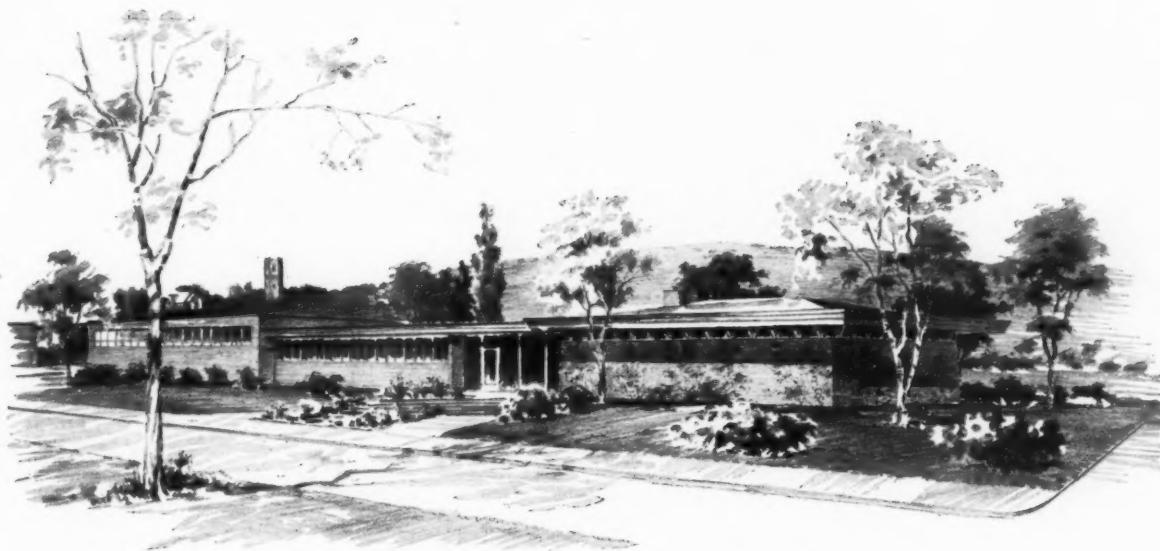
Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

The American Baker announces new Minneapolis headquarters



The American Baker has moved into its new headquarters office and publishing plant in suburban Minneapolis at 2501 Wayzata Boulevard. From this completely modern and larger Home Office building, the staff will continue to publish the monthly *American Baker* magazine.

The traditional hospitality of our Home

Office headquarters continues and we hope our new—and considerably enlarged—Clubroom will continue to be the informal, convenient gathering place of the industries we serve.

The Minneapolis telephone number remains the same: MAin 0575. And the teletype number is unchanged: MP 179.

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The American Baker

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Strike Hits Major Bread Plants in New York Area; May Spread to Midwest

NEW YORK—Production men and other inside workers in five of this city's leading baking firms producing a major portion of the wrapped bread for the greater metropolitan New York area went on strike May 1. Union officials stated that the main issue was a decrease from 40 to 37½ hours per week without any pay reduction, and reports indicate that an unspecified wage hike, increased insurance and other benefits are also under discussion.

The baking firms involved are the Ward Baking Co., General Baking Co., Continental Baking Co., American Bakeries Co., and G. B. Thomas, Inc.

The strike quickly spread to plants in the upstate New York Cities of Middleton, Newburgh, Rochester and

Buffalo, and it was expected that nearby New Jersey cities would soon be affected. Unconfirmed reports state that a counter-proposal has been presented in the Newark area in an attempt to forestall the strike. Union officials indicated that unless an early settlement could be arranged the stoppage would spread to Boston, Kansas City and other points.

Representatives of the baking firms and union officials are currently in session in an attempt to settle the dispute.

No bread shortage in this city is anticipated as a result of the strike, as stepped-up production in non-struck plants can meet demand.

In Kansas City and other areas, mills have received instructions to stop all shipments of flour to the metropolitan area.

5-Day Bakery Week Costly to Everyone Concerned, ABA Industry Report Indicates

CHICAGO—The industrial relations department of the American Bakers Assn. has released to the ABA membership a report showing that the 5-day week, becoming increasingly prevalent in nationwide baking industry operations, is costly to all concerned.

The full text of the report follows:

* * *

The 5-day week for salesmen is being proposed by the teamsters union in negotiations in additional areas this year. In this connection, cost studies made in areas where the 5-day week is now effective show that it is costly to both the employer and to the salesman.

In a recent cost study of the effects of the 5-day week for salesmen, the following very interesting and important findings were made:

1. The average sales volume declined for plants where the 5-day system was introduced.

2. The average increase in stale returns when operating under a 5-day week, with no deliveries on one day, is almost one third over the level of stale returns before conversion to the 5-day week. Furthermore, the week to week fluctuation in stale returns increased after the 5-day week was introduced.

3. Although you'd expect the cost of operating vehicles to decline if they were operated five days instead of six per week, the study showed that there was very little saving, and that it was by no means consistent for all plants.

4. The study laid particular emphasis on the 5-day operation with no delivery for one day commonly called the 5-day dropout, or the 5-day week for salesmen with an extra man working the sixth day commonly called the 6-day swing. Variations in costs showed up between these two methods of operation.

5. When operating under a 5-day

week with a swing man, the share of total revenue going to driver salesmen's payroll increases 2.28% or very close to 16% of the share of revenue paid to driver salesmen as wages and salaries. An extra man is required for one day on each route.

6. A study of operating profits showed that a 5-day dropout operation will result in a profit decline, but this decline will not be as great as the profit decline associated with 6-day swing shift distribution operations.

7. The increase in the level of stale returns was somewhat less in swing shift plants than in 5-day dropout plants.

8. In summarizing his report, the author indicated that the most important question in respect to the 5-day dropout and the 6-day swing is which of these alternatives will be the "decision of least regret in the future and for other markets."

9. The study concludes with the following statement, "Thus, in the choice of two alternatives, the 5-day dropout is a better choice, but it is a choice that is at least as expensive as any other demands that might be made in the negotiations of union contracts with driver salesmen.—The 5-day week, regardless of the method of distribution, 5- or 6-day, that is followed, costs a considerable amount of money."

In one large area on a 5-day dropout basis, the following unsatisfactory effects have been reported:

1. Salesmen are unable to estimate with the proper degree of accuracy the amount of bread which should be placed on the market on Tuesday for two days' requirement.

2. In many cases, bread has to be placed in the backrooms of the stores because the display tables are inadequate.

3. Bread packages become marred, wrinkled and damaged which gives

(Continued on page 55)



B. E. Godde

Retail Bakers Retain B. E. Godde, Change Miami Dates

CHICAGO—The executive committee of the Associated Retail Bakers of America, in its 2-day meeting at the headquarters office, April 26-27, retained B. E. Godde in a permanent executive spot and changed its 1955 convention plans.

Immediate past president Bern Godde, who recently disposed of his bakeries in Battle Creek, Mich., has been engaged to serve in a full time executive capacity as field representative for the association. This arrangement was effective May 1. In commenting on the decision, president William F. Thie, Virginia Bakery, Cincinnati, said "ARBA's officers and directors, as well as its executive committee, are thoroughly pleased with the arrangements which will permit the association and its memberships to benefit by the long years of experience past president Godde has had in the retail field. He will also supply the missing link in ARBA's chain of services to its members in that it is expected that he will be able to contact hundreds of these members personally and will do everything possible to render further assistance to them in the operation of their individual establishments. In addition Mr. Godde will be available for appearances at state conventions and local meetings and will determinedly expend his efforts to increase the overall membership of ARBA in all sections of the country."

The executive committee also, at the direction of its board of directors, gave further consideration to the selection of the city and the dates for the 1955 convention. As a result Miami Beach will be the scene of the 1955 meeting, and the dates will be April 24-27. Inasmuch as no one hotel

is in a position to make available a sufficient number of rooms to house the expected gathering, it was decided that the Sans Souci Hotel be reserved as convention headquarters and that adjacent hotels and others in close proximity be recommended for the necessary accommodations.

These include the Saxony, Sea Island, Fontainebleau, Empress, Roney Plaza, Embassy, Algiers, Caprice and the El Morocco.

F. A. Grimmig, Jacque's Pastry Shop, Miami Beach, will serve as con-

vention chairman, with Hogan L. Grable, Grable's Bakery, Miami, ARBA director, as co-chairman.

"Retail bakers are urged to mark the dates of this Miami Beach convention on their calendars and plan now to include it as a family trip none can afford to overlook," Mr. Thie said.

It was also pointed out that because of the industry-wide exhibition and trade show in Atlantic City in October of 1955, no commercial exhibits will be included for the ARBA Miami Beach convention.

In addition to completing the arrangements for the 1955 convention, the executive committee also endeavored to secure hotel accommodations and suitable dates for its meetings in 1956, 1957 and 1958. It is hoped that with the early announcement of its dates ARBA can avoid conflicts with other industry associations.

"Plans for ARBA's active program in the interests of its membership and the furtherance of the progress of the retail bakers generally consumed a good portion of the time of the meeting and decisions arrived at during this meeting will result in further activities which will be a considerable benefit to the overall membership," Mr. Thie said.

BREAD IS THE STAFF OF LIFE



General Baking Opens New Plant

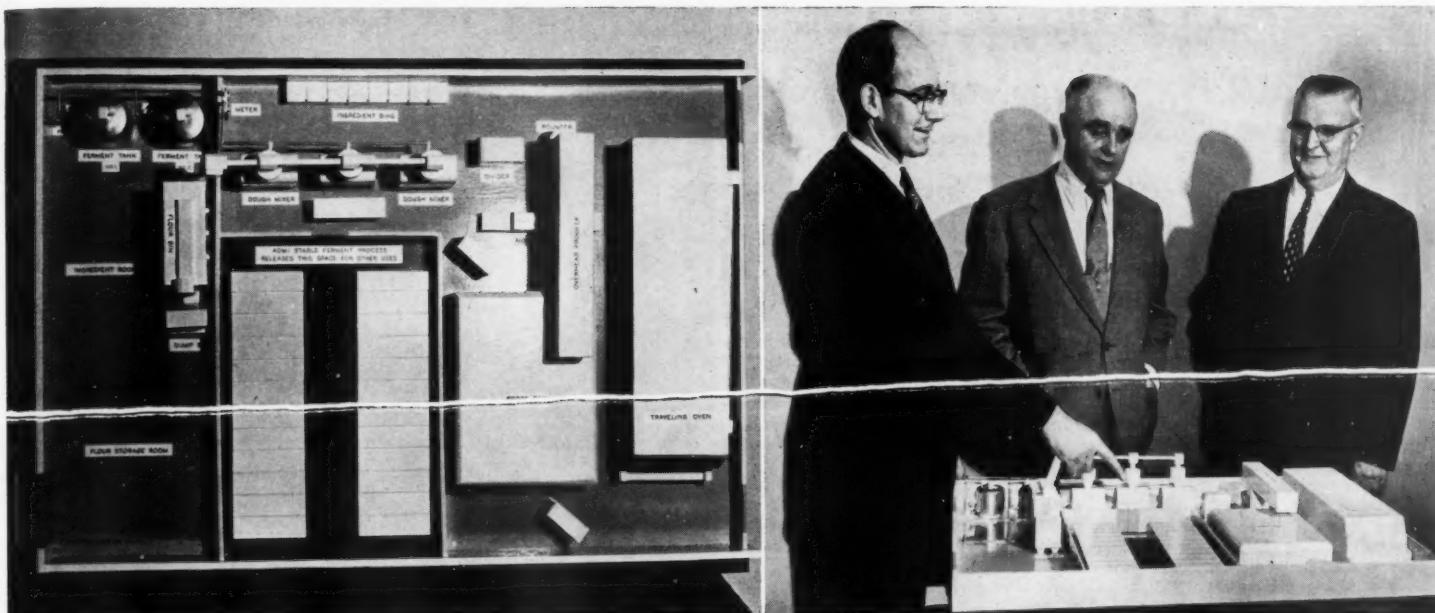
NEW YORK—The completion of the new 68,000 sq. ft. General Baking Co. plant in Spartanburg, S.C., at a cost of more than \$1,700,000 has been announced by George L. Morrison, president and chairman of the board of General Baking.

The streamlined brick, steel and tile plant incorporates modern engineering and efficiency of design. It is the company's 42nd bakery in an operation now distributing Bond products in 30 states and the District of Columbia.

Serving the Piedmont Carolinas, it marks the first Bond bread bakery in the southeastern states. Bond products were available in that territory on April 26. A fleet of 60 trucks will distribute bread, cakes and rolls.

Extensive plans are under way for the dedication ceremonies, to be held at the Spartanburg plant on May 20. It will be followed by a Hospitality Week when the public will be invited to inspect the "model bakery of the south" in full operation.

With headquarters in New York, the company's operation now extends in the Southwest as far as Oklahoma City, New Orleans in the deep South, in addition to heavy concentration in Philadelphia and along the eastern seaboard to Maine.



NEW BREAD PROCESS—One of the highlights of the recent annual meeting of the American Dry Milk Institute was the introduction of the ADMI "stable ferment process" of bread production. At the left is shown a model of a typical bakery using the new process—the darkened area in

the center is the floor space released by the elimination of fermentation rooms. At the right, Dr. B. W. Fairbanks (center) director of the American Dry Milk Institute, views the installation with Charles DeBrower (left) and Lester McLaren (right) of the institute's field staff.

American Dry Milk Institute Develops New Bread Process

By HENRY S. FRENCH
American Baker Editorial Staff

CHICAGO — A new commercial bread-making process, which is said to eliminate the century-old sponge operation, was revealed at the annual meeting of the American Dry Milk Institute April 22-23 at the Edgewater Beach Hotel, Chicago. More than 500 delegates attended.

The process, developed by the dry milk research organization, involves replacing the sponge with a mixture composed of nonfat dry milk solids and natural fermentation products.

Dr. B. W. Fairbanks, director of the ADMI, reporting on the development, said the patented process would be known as the "ADMI Stable Ferment Process." Chief advantages for the new bread making method are a saving of processing time and space, as well as greater flexibility of operations. New equipment involved is neither extensive nor of special design, Dr. Fairbanks said.

Tom G. Stitts of H. P. Hood & Sons, Boston, was elected chairman of the ADMI, Inc., at the annual meeting.

Other officers chosen were R. M. Hadrath, Maple Island, Inc., Stillwater, Minn., vice chairman, and M. R. DeBaets, Bowman Dairy Co., Chicago, secretary-treasurer.

The development of the stable ferment process has been under test in a commercial bakery where it has been highly successful, it was said. The Central Grocer's Baking Co., Montevideo, Minn., has a record of several months of production under the ADMI process and reports significant savings in floor space, more flexible production operations, and more uniform bread, spokesmen for the institute said.

The Holsum Baking Co. in Gastonia, N.C., is installing the necessary equipment in its plant for the ADMI Stable Ferment Process.

Dr. Fairbanks also told the dry milk meeting that the research laboratories of Bowman Dairy Co., Chi-

cago and National Dairy, Oakdale, L.I., N.Y., have checked the new method and have found it "practical and economical."

Representatives of all the testing bakeries talked at the meeting and reported on their experience with the new process. In addition, others who appeared on the program included Robert J. Remaley, who is in charge of scientific development for the American Dry Milk Institute, and L. H. McLaren, institute bakery service representative who did the preliminary development work on the process.

Dr. Fairbanks listed eight production advantages to bakers who utilize the ADMI Stable Ferment Process:

1. It eliminates the setting of individual sponges and the troublesome variations which may occur in the sponge.

2. It releases valuable floor space. Space ordinarily allotted for fermentation rooms can be used for other purposes such as the addition of a sweet goods line. In some bakeries the space saved may be as much as 30% of the total.

3. Processing time is reduced depending on the situation in individual plants.

4. Various types of bread may be made, from the balloon type to the compact. Other yeast-raised bakery products can also be produced under the process.

5. The process eases the work load. Ferment for a full day's production of yeast-raised products may be prepared at one time, storing the excess ferment for use on the following day.

6. Uniformity of the finished product is assured. Closer control results in uniform bread from batch-to-batch and day-to-day.

7. The process minimizes waste. Greater flexibility permits the production department to bake specifically to order.

8. Trough-greasing operations are eliminated.

In describing the essentials of the ADMI Stable Ferment Process, Dr.

Fairbanks said it is "a homogeneous mixture containing water, yeast food, malt, salt, sugar and nonfat dry milk solids."

A specific amount of water is metered into a tank so equipped that the ferment is kept under agitation. Other ingredients are dispersed by mechanical means, normally within a few minutes.

The ferment is held under agitation at a predetermined constant temperature for a specified time. It is then cooled after which it remains stable for several hours. Experimentally, the ferment has produced uniform bread over a period of 36 hours. Ferment not used after a day's run, may be drawn out, refrigerated and used the following day.

After mixing, the behavior of the doughs is comparable to that of doughs made with a conventional sponge, Dr. Fairbanks said.

From a practical standpoint, the ferment may be set at the end of a normal working day to be ready for use when dough mixing operations begin on the following day.

Available Under License

At a press luncheon, during which a question and answer period was held, it developed that the stable ferment method will be available to bakers for a license fee of \$25. This fee will permit the institute to control indiscriminate licensing, and also insure adequate servicing on the part of institute experts. A baker probably can secure the license to set up for production in a minimum of 90 days, depending on the size of the installation, present condition of production facilities, and a number of other variables, it was said.

The availability of the tanks, and the metal from which the tanks are made, also might constitute a limiting factor. While the new method probably will not permit a baker to sell his bread at a lower price, particularly for awhile, observers said it would help the baker sell a more nutritious product, and put him in a better position to withstand rising cost factors from other standpoints.

It is thought that the method also will be adaptable for coffee cakes, sweet doughs and Danish pastries, although experiments along this line have been limited.

The proposal to use government owned surplus dry milks overseas in countries short of foods, thus developing future markets and winning friends, keynoted the opening address by Mr. Stitts.

"Our production of nonfat dry milk in 1953 totaled 1,200 million pounds, nearly twice our domestic consumption," said Mr. Stitts. "This does not mean that our industry has done a poor job of selling. To the contrary. The industry, by cooperative promotion and advertising and merchandising by individual firms has increased domestic sales from 201 million pounds in 1935 to over 600 million pounds in 1953 — a remarkable achievement. Household package sales were increased from 6 million pounds in 1949 to nearly 94 million pounds in 1953."

"In spite of this increased use, our production ran far ahead . . . the government last year bought over 500 million pounds of nonfat dry milk solids. Why? Many reasons—a potent one being that you can't turn off a cow's milk flow as you'd turn off a water tap and any milk surplus ends up as dry milk."

"This nonfat dry milk is excellent food for humans. In the words of a famous nutritionist, it represents perhaps the most valuable form of protein there is. To feed best quality nonfat dry milk solids to livestock is uneconomic. It should go to humans who need it, where it will help build future markets and win friends for the USA."

Mr. Stitts added that the plan is under consideration by federal agencies in Washington and an enabling bill to make the proposal legal has been introduced in the Senate by Sen. Alexander Wiley (R., Wis.), chairman of the Committee on Foreign Relations.

On the program for the final day, Don S. Anderson, U.S. Department of Agriculture, Washington, D.C., discussed the dairy situation from the government viewpoint.

By telegram to the USDA, the institute protested that the proposal to use some of the surplus nonfat dry milk solids, a valuable food for human beings, in animal feed mixes is uneconomic.

International Milling Sets Up Bulk Flour Handling Service

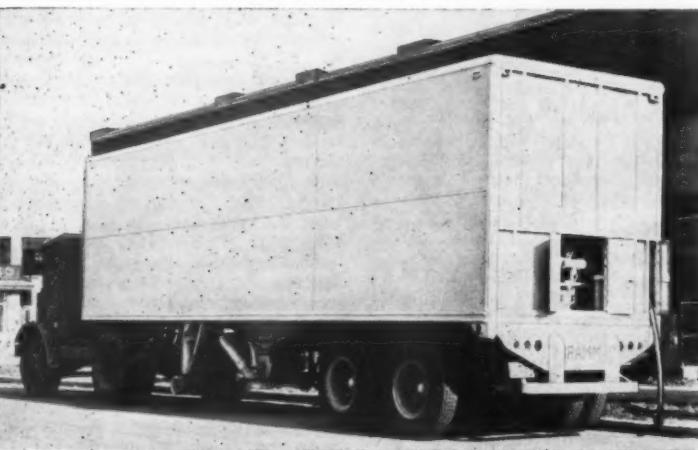
MINNEAPOLIS — The International Milling Co. has announced a complete bulk flour handling program, involving installation of bulk flour handling equipment in all its mills and the acquisition of new equipment for distribution of bulk flour by rail and truck.

The program is announced by International as another step in its program of complete modernization of all flour milling processes. The milling firm completed a multi-million dollar modernization program last year.

International has already installed equipment for pneumatic loading and unloading of bulk flour. This equipment is used both for inter-mill shipments of bulk flour as well as shipments to bakeries. New specially designed "Airlide" railroad cars are used for shipments where railroad sidings are available at destination.

International is making Airlide cars available to bakers at no extra cost. These cars are loaded through roof hatches by gravity, and are insulated and sealed to protect the flour in transit. In unloading, air under low pressure is blown up through the Airlide fabric at the bottom of the car which fluidizes the flour and enables it to flow out evenly and quickly. The flour can be unloaded into any type of conveying system—mechanical, gravity or pneumatic.

In order to supply bulk flour to bakers who do not have a railroad siding at their plant, International is rapidly expanding its bulk flour pneumatic truck delivery service. This service, which has been in operation nearly a year in one area, is proving increasingly popular with bakers, the company says. The pneumatic truck has a 400-sack capacity and is capable of unloading completely in one hour. Bulk truck shipment is even more convenient for some bakers than Airlide cars, since the truck has built-in unloading equipment.



BULK DELIVERY EXPANDED—The International Milling Co. has ordered a bulk flour truck to serve bakers in the Buffalo, Rochester, and Syracuse, N.Y. area. The truck holds about 40,000 lb. bulk flour and can unload into a bakery in one hour. No unloading equipment in the bakery is necessary. Another link in International's bulk service, the truck is designed to offer maximum flexibility in serving both large and small bakeries having bulk flour storage facilities. Contrary to the belief of many, most bakers can construct adequate bulk storage at reasonable cost in the area now used for storing sacked flour, the firm says. Regularly scheduled bulk flour deliveries from Buffalo will eliminate the necessity for bakers to stock large quantities of sacked flour. A pioneer in the development of bulk flour handling and delivery by both rail and truck, International has over a year been operating a bulk flour truck in the Detroit area. The truck to be operated in the Buffalo area is substantially the same as that now operating in Detroit.

ment. The flour is fluidized by air and then is "pumped" into the flour bins located at any point in the bakery. The bakery itself needs no unloading equipment.

The primary reason for the interest of bakers in bulk flour handling is the very substantial reduction in operating costs it affords, it is pointed out.

"Sack costs can be completely eliminated and labor costs substantially reduced. In addition, flour losses are reduced and the virtual elimination of 'dusting' results in substantial savings in sanitation and house cleaning. Bakers who have already converted to bulk flour handling have realized savings of from 15¢ to 25¢ or more per sack on overall flour and operating costs," International spokesmen say.

The International Milling Co. worked closely with designers of the General American Transportation Co., the Fuller Co. and the Gramm Trailer Corp. in the development and adaptation of pneumatic equipment to flour handling. Because of their experience and technical knowledge on the subject, International is offering to assist bakers in planning bulk flour facilities for their own plants.

—BREAD IS THE STAFF OF LIFE—

Two Anniversaries

CINCINNATI—Two anniversaries were observed by the Rubel Baking Co. recently. One marked the 74th year in business and the other was the 21st birthday of the firm's Heidelberg rye bread.

Officers of the firm are Max Rubel, president; B. W. Rubel, vice president; Sam W. Rubel, secretary, and Walter Rubel, treasurer.

The Rubel firm first began making rye bread in stone-hearth ovens in 1880 and in 1933 it introduced its sliced rye bread with the picture-window wrapper. Its Heidelberg rye is shipped to a dozen states.



GAVEL PASSES — Retiring president Jack C. Russell (left) of the Biscuit Production Club passes the gavel to the new president, Chester A. Gerrie, while Thomas Hollingshead looks on. Mr. Russell is with the Dare Co., Ltd., Kitchener, Ont., Canada; Mr. Gerrie with Ripon Foods, Ripon Wis. Mr. Hollingshead is director of the Technical Institute of the Independent Biscuit Manufacturers Company, Inc. Mr. Gerrie was elected during the production conference of IBMC in Chicago recently.

Biscuit and Cracker Industry Schedules 51st Annual Meeting

CHICAGO — Plans for the 51st joint meeting of the Biscuit & Cracker Manufacturers' Association of America, Inc. and the Independent Biscuit Manufacturers Company, Inc., to be held May 24-27 at the Drake Hotel, Chicago, have been announced by J. S. Vander Heide, president of the BCMA and IBMC.

The meeting will open on May 24 with an annual field day at the Elmhurst Country Club which will include golf, luncheon, dinner and entertainment. Arrangements for the day were made by the allied trades committee.

Registration for the joint meeting will begin at 9 a.m. May 25. The technical committee of the IBMC will meet at 10 a.m., followed by a luncheon for the IBMC board of directors and the technical committee. The board of directors of the IBMC will hold an afternoon session.

The IBMC will hold an open meeting on the morning of May 26 in the Grand Ballroom with Mr. Vander Heide presiding. Guest speakers for this session will include H. B. McCoy, deputy administrator, business and defense services administration, Department of Commerce, Washington, Howard O. Frye, Walter Baker Co., division General Foods Corp., Boston, and Russ Obright, editor, Biscuit and Cracker Baker. The popular "Cracker Box Club" party will be held in the French Room on the evening of May 26.

The afternoon session will be devoted to an executive meeting of the IBMC with reports from officers and the election of directors, followed by a meeting of the board of directors. The Board of Directors of the BCMA will hold a meeting on the same afternoon.

The BCMA will hold a closed session on the morning of May 27 with Mr. Vander Heide presiding and will adjourn following appointment of a nominating committee.

Keen Johnson, director of public

relations, Reynolds Metals Co., Louisville, will be the guest speaker at a luncheon in the Gold Coast Room. Mr. Johnson, former governor of Kentucky, will speak on "It Is Better To Light A Candle Than To Curse The Darkness." A tentative meeting of the BCMA board of directors is scheduled following Mr. Johnson's talk.

The four-day meeting will conclude with the annual banquet in the Grand Ballroom featuring a floor show and dancing. A reception in the French Room will precede the banquet.

All members who plan to attend the four-day meeting are urged to make hotel reservations as soon as possible because of limited accommodations.

—BREAD IS THE STAFF OF LIFE—

FDA Liberalizes Market Test Law

WASHINGTON — Food manufacturers have been granted additional freedom in testing new products for consumer acceptance in the market by the government.

Temporary permits, issued by the Food & Drug Administration, authorize the interstate shipment of foods which, for specified reasons, do not comply with the official standards of identity. The purpose of the permits is to enable manufacturers to test new products for consumer acceptance in the market. As presently worded, the regulations permit only the trial of new ingredients in standardized foods.

The amended regulations expand the conditions for the permits so as to allow not only the addition of a new ingredient but also the omission of a required ingredient or other changes in the methods of manufacture or production if such changes might improve the produce and be advantageous to consumers.



SBA CONVENTION—Both the bakers' and allied segments of the southern baking industry gathered briefly for business sessions during the recent Southern Bakers Assn. spring convention in St. Petersburg. At the left, Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga., SBA president, and James E. Stroupe, James E. Stroupe Co., Atlanta, Ga., then president of the Southern Bakers Allied Assn., attend the allied breakfast. In the

center are the new allied officers: Lee Holley, Standard Brands, Inc., Atlanta, secretary-treasurer; Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala., president, and L. Paul Nobert, H. C. Brill Co., Inc., Greensboro, N.C., vice president. At the right, Mr. Epps looks on as Caesar Medina, Holsum Bakers, Inc., Tampa, presents an honorary SBA membership to W. E. Long, the W. E. Long Co., Chicago and Sarasota.

SBA Spring Convention Draws Good Crowd

Cooperation in Expanding School Urged

By FRANK W. COOLEY, JR.
Editor of The American Baker

ST. PETERSBURG, FLA. — The continuing necessity for support by the baking industry of the South in expanding the School of Baking Science and Management at Florida State University was stressed at the 40th annual convention of the Southern Bakers Assn., in addition to the sunshine sports always featured at the group's spring convention at the Vinoy Park Hotel April 22-24.

The convention proper got under way with a morning meeting of the board of governors of the association aboard the yacht Humko. The governors discussed plans for the future expansion of the FSU Baking School and commended Dr. L. A. Rumsey on the progress of the school to date. A guest of the governors at the time was Dr. Charles Rovetta, dean of the School of Business of the Florida State University. The board of governors also endorsed a plan whereby registration fees would be a set amount for both bakers and allied associates, thus eliminating allied assessment for convention

entertainment. The president of the allied association and the president of the Southern Bakers Assn. will appoint an equal number of men to a planning committee, and they in turn will appoint subsidiary committees, all to serve under a general chairman to be appointed by the president of the SBA.

The board of directors also awarded honorary membership and certificates to the three past presidents of the SBA and five allied members of the southern group who have retired from business. They are:

Bakers: Joseph Hexter, Columbia Baking Co., Atlanta, Ga.; E. P. Colby, Ambrosia Cake Bakeries Corp., Jacksonville, Fla., and Wm. J. Colby, Ambrosia Cake Co., Birmingham, Ala.

Allieds: E. B. Nicolait, Anheuser-Busch, Inc., New York, N.Y.; James W. Taylor, Standard Brands, Inc., New York, N.Y.; Joseph A. Lee, Standard Brands, Inc., New York, N.Y.; George Gentry, Standard Brands, Inc., Tampa, Fla., and W. E. Long, the W. E. Long Co., Chicago, Ill.

Sanford V. Epps, H. C. Claussen's Sons, Inc., Augusta, Ga., president of the SBA, opened the annual business session April 23 by expressing his appreciation for the cooperation of the associations and their memberships during the past year. F. Bernard Evers, American Bread Co., Nashville, Tenn., pronounced the invocation.

Fred Adler, Anheuser-Busch, Inc.,

Atlanta, was at the piano at the early part of the session, playing for Walter Clissold, Baking Industry magazine, singing-master. Raymond Streb, Royal Baking Co., Raleigh, N.C., vice president and chairman of the board of governors, introduced Mr. Epps. E. P. Cline, Atlanta, secretary-treasurer of the SBA, noted during his report that the association is in good financial shape. Plans were announced for the 1955 convention of the association at the Vinoy Park Hotel April 14-16.

The Florida State University Baking School is finishing its third year

of very successful operation, Dr. Rumsey said. A dozen new students have been enrolled and Dr. Rumsey felt that the school would soon have the 100 which is the maximum it can hold. The first formal graduation of the school will be next year; two students this year who would normally graduate are taking extra work and will assist in the baking laboratories.

Dr. Rumsey also requested additional aid from the bakers and allies in order to help the school complete its fourth year. This aid

(Continued on page 56)

Paul D. Nease Elected President of Southern Bakers Allied Assn.

ST. PETERSBURG — Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala., was elected president of the Southern Bakers Allied Assn., at the annual breakfast and business meeting held by the group during the annual convention of the Southern Bakers Assn. here.

L. Paul Nobert, H. C. Brill Co., Inc., Greensboro, N.C., last year's secretary-treasurer, becomes vice president of the association and Lee Holley was selected secretary-treasurer for the next year.

The officers will not take office until Jan. 1, 1955, since the Southern Bakers Allied Assn. is, as well as

the Southern Bakers Assn., on a calendar year basis of tenure.

James E. Stroupe, James E. Stroupe Co., Atlanta, Ga., president of the organization for the year, and who will continue for the remainder of the calendar year, acted as chairman of the business session. In the past months, the allied association has set up a record of membership so there can be a formal dues-paying setup and reactivated the executive committee, while reducing it to four members. Named to the executive committee for one year terms were Mr. Stroupe and

(Continued on page 56)



SBA ABOARD THE HUMKO — One of the highlights of the Southern Bakers Assn. Vinoy Park convention is the meeting of the board of directors on the yacht Humko, through the courtesy of the Humko Co., Memphis, Tenn. (Left) E. P. Cline, SBA secretary, chats with Charles D. Singleton, Collins Baking Co., Montgomery, Ala. In the foreground are Hugh Adcock, Corn Products Sales Co., and L. Paul Nobert, H. C. Brill Co. (Center) Humko

hosts John Curtis and T. H. McCourtney with Raymond Streb, Royal Baking Co., Raleigh, N.C. At the right is Sanford Epps, SBA president. (Right) Paul Nease, Russell-Miller Milling Co., Birmingham, and Phil Hardin, Hardin's Bakeries, Meridian, Miss., are unconcerned about the darkening of the sky as a slight breeze comes to Tampa Bay. At various times throughout the convention, the ladies make similar cruises.

The Flour Market

Springs Prices Up; Winters Off

While the trend in wheat futures markets was downward most of April, flour costs headed in different directions. Spring wheat flour prices advanced 25¢ sack or more by the end of the month, and by early May hard winter wheat flour was priced 10¢ sack lower than in early April. The relative strength of spring wheat flour was a direct reflection of stronger cash wheat costs. Although ordinary spring wheat was about unchanged for the month, higher proteins moved up 6@8¢ bu. Cash wheat was 1@2¢ bu. lower at Kansas City, meanwhile. Sharp declines in millfeed values added to flour costs in all milling areas. The divergent paths of prices were part of the usual adjustment to new crop values, just getting under-way, and also a reflection of the heavy carryover stocks of wheat on hand. With harvesting due to start later this month in the deep Southwest, buyers tended to hold back in anticipation of lower costs during the harvest movement. In the spring wheat area, however, where the crop is just being seeded, the market continues to be dominated by scarcity of old crop supplies, and the cash wheat price structure is considered firm although futures reflect in part the downturn in other futures at Chicago and Kansas City. Chicago futures were off 16@17¢ bu. in April, an indication of rather broad bearish importance.

Southwest Finally Gets Moisture

A great deal of much-needed moisture fell in the Southwestern hard winter wheat area during the latter part of April, and in the April 28-May 2 period precipitation was the heaviest for any extended period in about two years in many areas. All of Kansas, Nebraska and Missouri, parts of eastern Colorado, northern Texas and much of Oklahoma were benefited. Crop observers said the rain was extremely favorable for further growth and development of winter wheat which had survived the tests of wind and drouth earlier in the season. However, it came too late to cause any recovery of much of the crop which had been lost to drouth in southwestern Kansas and southeastern Colorado.

Forecast Trimmed 72 Million Bushels

How much of an effect this rain will have on the total harvest this spring has not been accurately estimated as yet, although it is possible that the outturn may be somewhat higher than indicated by the last official crop report. The U.S. Department of Agriculture estimated in April that winter wheat production would be 678 million bushels, some 72 million less than it estimated last December. Production of winter wheat last year was 877 million bushels. A crop of the size now indicated would be the smallest with one exception in the past 10 years and 52 million below the average

outturn. The decline in comparison with previous years reflects both the cut in acreage due to marketing quotas and the extended drouth in the southwest.

Seeding of Spring Crop Delayed

Meanwhile, the seeding of the spring wheat crop was delayed by cold and wet weather. While the moisture was welcome, growers were anxious for bright, warm weather in order to complete planting. Earlier seeding improves the crop's chances against the hazards of early frosts and rust damage. Considerable field work was done in the area before the unreasonable weather arrived, and up to 90% of the wheat has been seeded in the southern part of the spring wheat belt. Near the Canadian border, however, seeding had barely started by early May.

Carryover to Set New Record High

In its recent Wheat Situation report, the USDA predicted a carryover on July 1 of about 875 million bushels, far above the previous record of 631 million bushels established in 1942. The carryover last year was 562 million bushels. Because of some apparent discrepancies in government statistics, market observers have had difficulty in determining just how much of this wheat is likely to be in government ownership, although it appears that all or most of the quantity will be outside of the free market. USDA said that it expected wheat under loan would be redeemed and wheat agreement supplies sold to provide market requirements. Almost 900 million bushels were estimated to be in the government stockpile just before the loan take-over on April 30. Exports and redemptions from this total would bring the quantity down to the estimated carryover.

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90% Price Props Receive Setback

Other factors, also, have influenced prices recently. A significant development in Washington was the defeat of an amendment in the Senate which would have assured continuation of 90% of parity price supports beyond Jan. 1, 1955, when present legislation calls for a switch to flexible supports.

Summary of Flour Quotations

May 1 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo	New York	Philadelphia	Boston	Pittsburgh	*New Orl.
Spring top patent	6.75 @ 6.90	7.81 @ 8.00
Spring high gluten	...	7.15 @ 7.20	7.16 @ 7.35
Spring short	...	6.50 @ 6.60	7.00
Spring standard	6.70 @ 6.80	6.40 @ 6.50	6.90	7.11 @ 7.25
Spring straight
Spring first clear	6.10 @ 6.30	5.70 @ 6.35	6.70	6.66 @ 6.67
Hard winter short	6.22 @ 6.40	...	5.93 @ 6.00	6.35	...	6.86
Hard winter standard	6.17 @ 6.35	...	5.83 @ 5.90	6.20	6.67 @ 6.76
Hard winter first clear	4.80 @ 5.19	...	4.30 @ 4.75	5.50	5.98 @ 6.37
Soft winter short patent	6.92 @ 6.95	5.70 @ 7.46
Soft winter standard	5.70 @ 6.22	6.76	...
Soft winter straight
Soft winter first clear	4.70 @ 5.31	5.05	5.41 @ 5.60	...
Rye flour, white	4.05 @ 4.12	3.70 @ 3.75	4.48	4.48 @ 4.65
Rye flour, dark	3.30 @ 3.37	3.00 @ 3.05	3.73	3.73 @ 3.90
Spring high gluten	7.83 @ 7.93	7.75 @ 7.85	7.89 @ 7.99	7.63 @ 7.93	7.05 @ 7.30
Spring short	...	7.05 @ 7.15	7.24 @ 7.34	6.98 @ 7.38	6.60 @ 6.80
Spring standard	7.08 @ 7.17	7.00 @ 7.10	7.14 @ 7.24	6.88 @ 7.18	6.45 @ 6.70
Spring first clear	6.50 @ 6.80	6.57 @ 6.85	6.57 @ 6.87	6.65 @ 6.96	6.20 @ 6.40
Hard winter short	6.77 @ 6.91	6.80 @ 6.90	6.79 @ 6.91	6.58 @ 6.84	6.30 @ 6.50
Hard winter standard	6.57 @ 6.71	6.60 @ 6.70	6.59 @ 6.71	6.35 @ 6.64	6.15 @ 6.20
Hard winter first clear
Soft winter short patent	5.45 @ 5.75	...
Soft winter straight	5.35 @ 5.60	...	5.37 @ 5.67	5.10 @ 5.45	...
Soft winter first clear	5.40 @ 5.75	...
Rye flour, white	4.45 @ 4.60	4.60 @ 4.70	4.44 @ 4.61
Rye flour, dark	3.73 @ 3.96

U.S. WHEAT FLOUR PRODUCTION STATISTICS FOR APRIL, 1954

(Figures for Buffalo, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 74% of the total U.S. wheat flour output.)

	April, 1954	March, 1954	April, 1953
Minneapolis	855,100	1,119,700	1,117,300
Interior Northwest	1,923,300	1,963,000	1,738,300
NORTHWEST	2,778,400	3,082,700	2,855,600
Kansas City	1,215,700	1,157,600	1,046,800
Interior	3,754,200	4,150,200	3,779,200
SOUTHWEST	4,969,900	5,307,800	4,826,000
BUFFALO	1,791,600	2,190,700	2,065,200
NORTH PACIFIC COAST	1,519,200	1,348,500	1,108,000
CENTRAL AND SOUTHEAST	2,061,800	2,280,200	2,147,800
TOTALS	13,121,000	14,209,900	13,003,500
Percent of U.S. Total	73.7	73.1	73.4
ADJUSTED ESTIMATES, U.S.	17,803,200	19,438,900	17,715,900
AVERAGE PER DAY	809,200	845,200	805,300

Market Editor



George L. Gates

Observers felt that this vote in the Senate indicates improved chances for putting flexible supports in effect, although the issue is far from settled as yet. The tense situation in Indo-China caused some market run-ups as concern grew that the U.S. may become more directly involved in the conflict. Any new involvement in war would undoubtedly give commodity markets a boost similar to the advance caused by the Korean War.

BREAD IS THE STAFF OF LIFE

BAC Convention

Subjects Listed

MYRTLE BEACH, S.C.—George N. Graf, general manager, Quality Bakers of America, Inc., will be the principal speaker at the annual business session June 21 at the silver anniversary convention of the Bakers Association of the Carolinas here. Mr. Graf has spoken from time to time during the past conventions of the association. In 1939, his subject was "Where Do We Go From Here?" In 1943 he spoke on "So What About Tomorrow," and at this convention he will use as his subject "Unfinished Business."

The BAC convention will be June 19-21 at the Ocean Forest Hotel here.

Carolina Showboat will present "Mardi Gras," a colorful and entertaining performance filled with surprises and excitement. Who will be the king and queen of this show will be revealed during the convention.

M. J. Harder, manager, sales service, bakery division, Armour & Co., Chicago, will give the retailers an inspirational talk on merchandising. His topic will be: "Lost Sales."

The retail "bull" session will be from 12 noon to 1 p.m. June 20.

BREAD IS THE STAFF OF LIFE

CHICAGO METALLIC NAMES ASSISTANT SALES MANAGERS

CHICAGO—Jerome H. Debs, president of Chicago Metallic Manufacturing Co., has announced the appointment of Charles Regan, Jr., and William McGuire as assistant sales managers to Leonard B. Weislow, vice president and general sales manager of the bakery division. Mr. Regan has been a Chicago Metallic sales engineer for the past five years, servicing bakers throughout the Midwest. In his new position he will continue to contact and serve the bakers in Illinois, Indiana, Missouri, Wisconsin, Minnesota and Nebraska, in addition to his new responsibilities.

Mr. McGuire has been a member of the Chicago Metallic sales family since his return from service in the army. For some time he has been in charge of and supervised all sales correspondence and plant-customer relations for the baking division. He will continue to render his service in addition to his new duties.



Rodney C. Gott

TO NEW AMF POST—Rodney C. Gott, a director and vice president of American Machine & Foundry Co., New York, has been named executive vice president, Morehead Patterson, board chairman and president has announced. Mr. Gott, 42, has been vice president in charge of AMF's general products group and commercial research and development since April, 1951. He was elected to the Board of Directors two years later. Mr. Gott joined the company in 1946 as assistant to the president following his release from the Army as a colonel. He is a graduate of the United States Military Academy at West Point, class of 1933.

Irvin M. Ferrel Forms Brokerage

APPLETON, WIS.—Formation of the Irvin M. Ferrel Co. to operate as manufacturers representative serving the baking industry has been announced by Irvin M. Ferrel. With headquarters at 250 River Drive, Appleton, Mr. Ferrel will call on bakeries in the central western area.

Prior to the establishment of his own company, Mr. Ferrel was associated with Western Condensing Co., Appleton. He has had 22 years of experience with allied trades firms serving bakers.

BREAD IS THE STAFF OF LIFE

Rate Hike Assailed in North Carolina

GREENSBORO, N.C.—An order of the North Carolina State Utilities Commission increasing intrastate railway express rates was assailed as "unreasonable, unjust, unlawful and unwarranted" by the North Carolina Bakers Council, Inc., of Greensboro and its attorney, J. M. Broughton Jr., of Raleigh, in a petition urging the commission to reconsider its action.

Such a petition in North Carolina generally is regarded as advance warning that a protestant intends to appeal from the commission to the courts.

The challenged order, issued March 5, authorized Railway Express Agency, Inc., to increase rates between North Carolina points by 20%, or an estimated \$159,000 a year. The commission said the express company had won a similar increase from the

Interstate Commerce Commission and needed the higher rates to pay its bills to the railroads.

The minimum charge for a shipment increased from \$1.50 to \$1.80, and the added 20% applied to everything in express company rate schedules except newspapers, magazines, items listed in the milk and cream tariffs, live fish, livestock and corpses.

When the case was heard by the commission, only the Bakers Council and a Dunn candy manufacturer, John Wellons, protested.

Mr. Broughton contended that the commission should reconsider the order and grant a new hearing so that it might have an "opportunity to correct errors" in the order and re-issue the order "in accordance with the evidence and law."

BREAD IS THE STAFF OF LIFE

USDA Issues Food Research Survey

WASHINGTON—What research workers in the U.S. are doing to advance knowledge of food and nutrition sciences is shown in a report of a survey, just issued by the U.S. Department of Agriculture. The survey was made by the National Research Council under a contract arranged by the department's Agricultural Research Service.

The report, "Survey of Food and Nutrition Research in the United States of America, 1952-53," may be purchased from the U.S. Government Printing Office, Washington 25, D.C., at \$1.75 a copy.

Results show more than 4,800 research projects under way in the past fiscal year in academic, governmental and industrial laboratories. Making classified lists, the surveyors have endeavored to cite all food and nutrition research related to physiology, technology and marketing. The report provides also a central register of workers and organizations engaged in this type of work.

The purpose of the survey is to help research directors and other research leaders to avoid duplication of effort and to aid them in contacting experienced personnel. The council launched the first of these surveys in 1947, having become acutely aware of the need during World War II. The past year's survey is the third undertaken. Reports on the two earlier surveys were published in 1948 and 1950, respectively.

A new feature in the 1952-53 report is a section on new problems and older unsolved problems. Submitted by contributors to the survey as being particularly urgent, this listing of some 250 research topics includes such diverse items as: Influence of diet on dental health; man's requirement for fat in the diet; ways to improve palatability of low sodium diets; improved methods for maintaining quality of foods during manufacture and distribution; interrelationships of nutrients, particularly those between proteins and vitamins.

BREAD IS THE STAFF OF LIFE

WARD EARNINGS DIP

NEW YORK—The net profit, based upon unaudited figures of the Ward Baking Co. for the 12 weeks ended March 20, 1954, was \$298,565 after all charges, and is equivalent to 29¢ per share of common stock on the 781,833 shares of stock outstanding on March 20, 1954. This compares with earnings of \$392,598 for the 12 weeks ended March 21, 1953, which were equivalent to 41¢ per share of common stock.



Otto R. Emrich

P. A. Heffern

F. W. Kaeppel

G. J. Emrich

EMRICH MANAGEMENT CHANGES—Otto R. Emrich has announced his retirement as president of the Emrich Baking Co., Minneapolis, Minn., after 35 years as head of the firm which bears his name. The only exclusive restaurant and institutional bakery in the Northwest, the firm was founded in 1919 by Mr. Emrich, then 40 years of age. A pastry chef at a large downtown department store, he mortgaged his home to start the business, which has grown from a small retail bakery to its present quarter-block site. Fred W. Kaeppel, who joined the firm in 1930 as a special delivery boy and rose to be a vice president and sales manager, has been appointed president. George J. Emrich, Otto's son, contributing editor of *The American Baker*, retired at the same time as general manager of the bakery, to be succeeded by Parke A. Heffern, office manager. George Emrich will continue to be active in the business as a vice president and member of the board of directors. His father will serve as chairman of the board. Emrich's recently completed a 10-year expansion and modernization program.

Interstate Bakeries Earnings, Sales at Peak

KANSAS CITY—Interstate Bakeries Corp. established new all-time first quarter high records in earnings and sales for the first period of 1954, comprising the 16 weeks ended April 17, president R. L. Nafziger has announced.

The company reported net income of \$1,075,288 for the period, or \$1.26 a share on the 763,605 shares of capital stock outstanding. This number of shares gives effect to the 25% common stock dividend declared March 23, 1954, payable May 3, 1954.

This compares with income of \$801,237, or 90¢ a share, on the same number of shares, during the like period of last year, the 16 weeks ended April 18, 1953.

Net sales for the period this year totaled \$27,571,153, a gain of 8.2% over sales of \$25,482,133, for the like 1953 period, Mr. Nafziger reported.

Interstate's provision for taxes in the period was \$1,164,896, down from \$1,513,807 for last year's first period, due mainly to the elimination of the excess profits tax. Profit before taxes this year was \$2,240,184, as compared with \$2,315,044 in the same period of 1953.

BREAD IS THE STAFF OF LIFE

STANDARD BRANDS INCOME UP FOR 3-MONTH PERIOD

NEW YORK—Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. and Canada for the first three months of 1954 amounted to \$3,260,364, equivalent after preferred dividend requirements to 96¢ a share, Joel S. Mitchell, president, announced. Net income for the same three months of 1953 was \$2,777,500, or 81¢ per share. There were 3,195,427 shares of common stock outstanding on March 31, 1954, and 3,179,427 in 1953.

Net sales of the company and subsidiaries operating in the U.S. and Canada totaled \$110,957,688 for the first quarter ended March 31, 1954, against \$105,223,119 for the like 1953 period.

A quarterly dividend of 50¢ per share was declared on the common stock, payable June 15, 1954, to stockholders of record May 14, 1954. A quarterly dividend of 87½¢ per share on the preferred stock was also declared payable June 15, 1954, to stockholders of record June 1, 1954.

American Bakeries Reports Quarterly Income

CHICAGO—The American Bakeries Co. reports consolidated net income, after federal taxes on income, for the 16 weeks ended April 24, 1954, of \$1,238,249, or 73¢ per share on 1,596,193 shares of common stock presently outstanding. For the like period of 1953 (prior to merger) combined net income totaled \$1,262,294, equivalent to 74¢ per share on the above number of shares of common stock.

Before provision for federal taxes on income consolidated net income for the 16 weeks ended April 24, 1954, was \$2,596,032.

The board of directors of American Bakeries declared regular quarterly dividends of 50¢ per share on the common stock and \$1.12½ per share on the 4½% cumulative convertible preferred stock of the corporation, both payable June 1, 1954, to stockholders of record May 14, 1954.

BREAD IS THE STAFF OF LIFE

HATHAWAY BAKERIES' NET SALES DECREASE

BRIGHTON, MASS.—Net sales of Hathaway Bakeries, Inc., Brighton, Mass., for 1953 totaled \$26,301,783, it was announced in the company's annual report to stockholders. It compared with net sales of \$27,624,046 in 1952. The 1953 net income was \$146,976, or 46¢ a share on common stocks, compared with \$456,204 or \$1.42 a share in 1952.

The report stated that a substantial amount of the decrease in 1953 was due to the elimination of unprofitable routes in certain areas because of lack of proper manpower. The company also lost part of its bread market to one of the large food chains which began production of its own bread.

The report stated, however, that the manpower situation has shown improvement in recent months and new routes are being established.

BREAD IS THE STAFF OF LIFE

MINNESOTA MEETING

MINNEAPOLIS—Dr. Lawrence Atkins, assistant director of research for the Fleischmann Laboratories, Stamford, Conn., will discuss "Yeast and Fermentation" at the May 11 meeting of the Northwestern Production Men's Club at the Hasty Tasty Cafe, Minneapolis.

Positive Attitude Needed, Minnesota Bakers' Group Told at Annual Convention

By EMMET J. HOFFMAN

Assistant Editor, The American Baker

ST. PAUL—A positive approach to bread advertising, instead of negative statements and the defensive attitude, was called for at the 36th annual convention of the Associated Bakers of Minnesota in the Hotel Lowry, St. Paul, May 3-4.

Howard O. Hunter, president, American Institute of Baking, said, "In my opinion we worry entirely too much about negative statements about bread, particularly in its relation to obesity and reducing diets but we do not do enough in positive advertising as to the unquestioned top place that bread takes in nutrition as compared with other food products."

He called the enrichment of bread as the greatest boon to the industry in the last 50 years, but said the baking industry is not taking full advantage of this fact.

Mr. Hunter's talk, which came during the opening day, was one of several presented by baking industry and allied trades leaders. Opening day registration totaled nearly 700.

The negligent employer was chided by a bakery executive for assisting the employee in turning embezzler. George J. Emrich, vice president, Emrich Baking Co., Minneapolis, and contributing editor, *The American Baker*, presented some revealing figures on the prevalence of embezzlement in American business. All industries lose \$800 million yearly through embezzlements, he said. This, he explained, exceeds the nation's annual loss from fire.

Mr. Emrich, who is currently writing a book, a study in prevention of embezzlements in business, outlined some of the steps a bakery operator can take in helping prevent embezzlements.

Preventing Embezzlements

Management must use modern methods of accounting. Don't allow key jobs to be concentrated in the hands of one employee so he can "cover up his tracks." Divide duties involving handling, receiving and banking of money, Mr. Emrich explained. See that money is recorded immediately after it is received in



Howard O. Hunter

the bakery. In retail sales, it is wise to insist that clerks place the cash register receipt into the bag or wrapped package. Watch disbursements also, the speaker said, since funds may be paid out for phony invoices.

A perpetual inventory helps in control of stocks and is a preventive for possible embezzlement, it was claimed.

Mr. Emrich said that if a baker is operating on a 3% profit, he needs \$100,000 in business to make up a \$3,000 loss from embezzlement. Furthermore, proof of embezzlement is difficult because it must be proven to a jury that not only was embezzlement committed, but that the embezzled funds were used for the embezzler's own use.

Make sure that if there is a key to the stockroom that it isn't hung in plain sight for all to see and use, like it is done in some bakeries, the speaker explained. Have an annual audit (37% of embezzling cases are uncovered by auditors) and have your employees adequately bonded, urged Mr. Emrich.

Extra Quality

A wholesalers' and retailers' panel was in agreement that the use of high grade, quality materials will not deter a customer from paying more for bakery products. Wholesalers, in commenting on the use of cellophane and waxed paper wrappers for bread, said that they were opposed to any increase in cost of materials which would result in higher bread prices. One member said that the cellophane cost factor is important and if it negates most of the profit factor in a loaf of bread without increasing sales he saw no point in using it. Cellophane and waxed paper have equal bread keeping qualities, it was claimed.

Representing retailers on the panel were Ray Wuollet, Wuollet's Bakery, Minneapolis; Martin Olson, Bungalow Bakery, St. Paul; Ed Duren, Tip-Top Bakery, St. Paul; and representing the wholesalers: William Gosnell, Rochester (Minn.) Bread Co.; and Joseph Tombers, American Bakeries, Inc.

New trends in food merchandising were outlined by Merrill Maughan, secretary, Inter-Industry Bakery Package Committee, who strongly advocated action in reducing the number of and standardizing bakery packages.

He called attention to other food products, such as milk, butter and canned goods, which are sold in a limited number of standard, accepted sizes. Even pencil and paper size has been standardized, he said, so why not standardize bakery packages instead of putting up with the "confusion" we have now.

Undesirable Reputation

Mr. Maughan said that the bakery departments in food stores have the undesirable reputation of being the messiest part of the store. A few standard sizes of bakery packages will help clear up this situation, he explained. If the baking industry won't do it, the food industry will do it on its own, the speaker warned.

There is extra business in standardization, it was claimed. One bak-

er, Mr. Maughan said, cut his Brown 'n Serve roll packages from seven to one and increased his sales 20%.

"It's sound merchandising and good business to standardize," Mr. Maughan concluded.

A May 3 speaker on sportsmanship was Mel Jones, general manager of the St. Paul American Assn. baseball team. Other highlights on the opening day were the wholesale bakers' session, the bakers' and allied trades' luncheon, a short talk by George Abel, F. W. Ramaley Co., St. Paul, president of the Associated Bakers of Minnesota, the annual allied trades' cocktail hour, the annual banquet and dancing.

The May 5 program included a wholesale bakers' round table discussion, the baker-allied luncheon, demonstrations on cake decorating, cakes, icings, coffee cakes and sweet rolls, a question and answer panel, a talk by B. E. Godde, special field representative for the Associated Retail Bakers of America, the allied trades' cocktail party and the annual Hoo-Pee Par-Tee.

The Minnesota Allied Trades of the Baking Industry and the bakers held separate luncheons the second day of the meeting.

Clifford Strand, Mrs. Strand's Bakery, St. Paul, was chairman of the afternoon session the second day of the convention. A production session, an added feature was the appearance of the very successful Northwest Production Men's Club on a panel.

Frank Clegg, Durkee Famous Foods, showed a complete array of cakes and discussed at some length unusual icings that could be applied to make a quality product even better.

Charles Riley, the Brolite Co., Chicago, also stressed quality throughout his presentation on coffee cakes and sweet rolls. Mr. Riley advocated "lots of butter" for quality products, although later in the discussion he mentioned that the use of 100% butter might have more value as a merchandising gimmick rather than actually make quality products that much better.

For a rich plain sweet dough, the speaker advocated as much as 7½% yeast and 35% soft wheat flour. The fermentation tolerance is over an hour.

Mr. Riley also said he would use several types of foil pans in a small retail operation because of their ease of use as well as eye appeal, but maintained that some products showed up better in the display case



George Abel

when large pans were used. A larger bakery can find advantages in baking everything in foil, he said.

The Northwestern Production Men's Club panel, under the guidance of Minnesota's traditional production expert, A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of *The American Baker*, and Herb Wortman, Zinsmaster Baking Co., Minneapolis, spent the remainder of the afternoon on production problems.

On the stage were also Ray Wuollet, Wuollet's Bakery; Ed Duren, Tip Top Bakery, St. Paul; Ace Peer; Charles Kuyava, Lakeland Bakery, St. Cloud; Clifton Myhr, Myhr Bakery, Minneapolis; E. W. Scharf, General Mills, Inc., production club program chairman; Bert Jassoy, Regan Bros. Co., Minneapolis, and Rudy Harder, Dunwoody Baking School.

Paul Storwick, Storwick's Bakery, Minneapolis, election teller, announced the results of directorship nominations: Carl Bergquist, Zinsmaster Baking Co., Minneapolis, Region 1; Marty Olson, Bungalow Bakery, St. Paul, Region 2; Alois Eibner, W. Eibner & Son, New Ulm, Region 4, and J. M. Tombers, American Bakeries Co., St. Paul, director at large.

B. E. Godde, special field representative for the Associated Retail Bakers of America, Chicago, spoke on the afternoon program to urge nationwide affiliation of retail bakers in associations, pointing up the advantages of "speaking with one voice."

Climax of the convention was the traditional allied trades "Hoo-Pee-Par-Tee" featuring a professional floor show, dancing and refreshments.

BREAD IS THE STAFF OF LIFE

Directory for Bakers Out Soon

LOUISVILLE—Work is underway on the 1954 edition of the United Bakers Bureau Book which will be published in July. This directory lists every baker from coast to coast.

All bakeries will be given an opportunity to check their listings, according to J. E. Donohue, service manager of the United Bakers Bureau. Questionnaires will be mailed with a convenient postage free card so that every baker may verify his listings. The book will show not only street address and management, but also products baked, methods of distribution and estimated sales.

BREAD IS THE STAFF OF LIFE

CALIFORNIA BAKERY GROUP NAMES OFFICERS

LOS ANGELES — Oran Laymon, Bowie Pies, has been elected president of the Southern California Chapter of the American Society of Bakery Engineers, with George Hill, Orowheat Baking Co., first vice president; Ernie Hoelzel, Standard Brands, Inc., second vice president; Frank Lobeda, Los Angeles Trade Technical Junior College, third vice president; and Mrs. Minnie Bartlett, secretary-treasurer.

At the annual meeting for 1954-55, the outgoing president, George Gugler, Ralph's Grocery Co., reported on his tenure in office. Al Welzenbach, Kenwood Cake Co., talked on problems of cake production. Reports on the annual American Society of Bakery Engineers convention in Chicago were given by delegates who attended.

The Road Ahead . . . in Planning for Tomorrow

The ancient saying, "Eat, Drink and Be Merry Today, for Tomorrow We Die," which I believe is biblical in origin, is subject to several interpretations.

Applied to the baking industry, I think the modern version should go something like this:

"It's all right to eat, drink and to be merry today but if we want to be able to eat, drink and to be merry tomorrow, it is imperative today to plan wisely for the future and to take certain immediate steps that will insure a healthy progressive business for tomorrow."

Coping with today's industrial problems is an obvious "must" but envisioning the problems of tomorrow is also a "must" if we are to survive and grow both from the standpoint of our individual businesses and as an industry.

As written in the Book of Proverbs of the Old Testament: "Where there is no vision, the people perish but he that keepeth the law, happy is he." Applied to our industry, we might well interpret the law to be that "Tomorrow's Challenge is Today's Job."

It goes without saying that none of us individually or collectively is endowed with the ability to visualize in advance every turn in the road ahead nor to foresee with accuracy every barrier we may have to hurdle. However, if we take time out to do a bit of analyzing, we see certain signs and symbols that indicate rather definitely certain conditions that must be given primary consideration today in planning for tomorrow.

Now more than ever before, such analysis and action are necessary to the continued progress of our industry.

So timely and important is this to all of us that the theme of the recent convention of the American Bakers Assn. was "The Challenge of Tomorrow."

How should we approach the situation?

Favorable and Unfavorable Influences

From a practical point of view I can think of no better way than to foresee as best we can:

The major factors that will favorably influence the production, distribution and sale of bakery products, and what's even more important

The major factors that will have an adverse influence on the production, distribution and sale of baked goods.

Then, with these essential factors clearly in front of us, a practical course of action may be established, a specific program of action designed to intensify and to promote the favorable influences, and to combat, minimize and defeat the unfavorable influences.

The Future Potential Market for Bakery Products

Following this line of reasoning, it would seem logical to consider first the future available market for bakery products because the volume of such products that can be sold and consumed is a governing factor in the progress (or lack of it) in our industry.

The Favorable Side of the Picture

On the favorable side of the picture, our analysis indicates certain encouraging influences.

First, let us take a look at the

**By A. R. Fleischmann
Standard Brands, Inc.**

trend of the sale of bakery products.

As we are all well aware, since the turn of the century, the per capita consumption of all wheat flour in the U.S. has shown a steady decline due largely to the inroads made by other foods which have been improved and made more easily available to the consumer. Prompted by this fact, there has been and is some talk about a continually declining market for the products of the baking industry. Obviously, any such thinking is based on the assumption that the consumption of the baker's products is also on the down-grade and that we might expect the rate of this decline to continue.

While this assumption could be correct, I am not able to come to such a pessimistic viewpoint since the trend of certain essential bakery ingredients with which I am familiar, does not confirm this.

I was pleased to hear Mr. E. E. Kelley at the American Bakers Assn. convention quote some statistics which indicated that during the past five years the consumption of flour by the baker had increased at a greater rate than the increase in population.

In addition to a reasonable expectancy that the per capita consumption of bakery products can be maintained at its present or even at higher levels, population is still on the increase.

In a talk before the 10th Annual White House Conference of Business and Industry Associates of the Advertising Council, William C. McKeahan, Jr., vice president of the J. Walter Thompson Co. had this to say about tomorrow's potential market: "Our population is increasing and at an astounding pace. By 1960 our population will be close to 180 million.

"We have more new families.

A larger proportion of our adult population is married than ever before, and they marry younger.

"We're raising bigger families.

Not only are more people getting married, they've been having more children.

"Our people are living longer.

By 1960 our population over 65 years old will number fifteen and a half million people. That's a million more than the entire population of Canada. Today, old people are more active, travel more, and have more money to spend.

"We have more jobs.

Total employment, including agriculture, in September 1953, was 62,306,000. Non-agricultural employment was 332,000 higher than in 1952, and . . . twenty million higher than the 1939 average.

"We're earning more money.

Nine times more Americans were in the \$5,000 plus income bracket in 1952 than in 1941. Many more have moved up to the \$3,000 plus bracket. In 1941, the average middle class family earned \$1,460. In 1952 this figure had climbed to \$3,981. Discretionary spending power of the mass of the population is now over five times as great as in 1940, and even after discounting for inflation, this will buy more than twice as much."

This means many more mouths to feed and more bakery products to be

consumed if they maintain their relative position among other available foods.

All this points to a larger potential market for bakery products during the years to come.

Product Quality and Service

To capture and retain this potential market, it is obvious that product quality and product service must always be maintained at a high standard. Product freshness, eye appeal, taste appeal, nutrition and food economy represented by bread and other bakery products will be even more important to the baker's success tomorrow than today.

Not only is it necessary that Product Quality and Product Service be kept at a high standard, but it is equally important, at the local level, to determine factually—and then to produce the types and varieties of bakery products that can be profitably made which will have the greatest consumer appeal in any given market.

A market survey will help point the way, but the final answer can only be determined by a practical field sales test. In other words, this answer must come from "Mrs. Consumer." It must not represent simply the arbitrary opinion of the producer.

Intensive Merchandising—Effective Advertising

Having made certain that the type and quality of your bakery products are right will not be quite enough. In the modern competitive scheme of things, tomorrow's selling and merchandising must be backed up by effective advertising that is intensive, realistic and truthful.

Exaggerated Claims a "Boomerang"

Exaggerated claims are bound to "boomerang" sooner or later. Statements made about any one bakery item which imply inferiority of any other bakery item lower the prestige of bakery products as a whole in the mind of the consumer, offer the ever-present food faddist free ammunition for attack on bakery products, damage the industry as a whole, and in the long run, will prove detrimental to the individual business or concern which features such claims or statements.

Local Tie-up with Bakers of America Program

Naturally, any individual baker is concerned primarily with his own market, the territory in which he operates, the territory in which his products are sold.

However, let us always remember that the consumption and sales of any individual baker's products are governed to a large extent by public opinion and the degree of prestige in which the consumer holds bakery products.

In this connection, the American Bakers Assn. and the American In-

EDITOR'S NOTE: In the accompanying article, originally delivered at the recent convention in New Orleans of the Tri-State Bakers Assn., Mr. Fleischmann outlines the future potential of the baking industry together with a few observations regarding the road to that potential. He is vice president of the Fleischmann division, Standard Brands, Inc., New York.



A. R. Fleischmann

stitute of Baking have done, are doing, and will continue to do a grand public educational job. But to be most effective at the local level, requires local tie-up by the individual baker.

Accordingly, to achieve the greatest results for himself in his own market territory, it well behoves the individual baker to be concerned with, to participate in, and to support the national educational and promotional program designed to elevate the prestige of bread and other bakery products in the mind of the public.

What about the unfavorable or adverse influences that work against the maintenance and increase in the consumption of baked products—obvious factors that we must combat, minimize and defeat.

Basically, there are two such factors which stick out like "two sore thumbs,"—problems that are with us now and will confront us tomorrow.

First, the ever present and increasing competition of a host of other types of food for a place in the consumer's standardized three-pint stomach—and—

Second, the continued false denunciation of bread by the food faddists, particularly those who advocate the elimination of bread in weight reducing diets on the erroneous contention that bread is more fattening than other foods.

Fortunately, we now have effective ammunition which can effectively combat the attack of the food faddist. During the past decade, the enriched bread program has done much to offset such attacks on white bread. The enriched bread program has helped and will continue to help to "clip the wings" of the food faddist. However, he always seems to be with us and in the future we may expect him to rear his ugly head now and then with more propaganda, and to publish erroneous statements attacking white bread based on half facts and no facts, which because of some queer twist, a large portion of the people like to read, believe and repeat.

Let us be realistic and face these facts squarely and fight fire with fire. When we do this, we realize that all the publicized "fuss and feathers" about slimming diets has awakened the public's interest in nutrition.

Fortunately, ample convincing literature is readily available for local distribution at extremely low cost designed to tell the truth about bread. I refer to such booklets as "Eat to Live" and "Common Sense Weight Reduction" available from the Wheat

(Continued on page 46)

Cake and Cookie Crumbs Cost Bakers Cold Cash

Save and use crumbs in the variety of formulas in this month's feature. Here are money-saving ideas.

HONEY SPICE CAKES

Cream together:
2 lb. 8 oz. granulated sugar
1 lb. 8 oz. shortening
1½ oz. salt
½ oz. cinnamon
¼ oz. allspice
Vanilla to suit
1 lb. ground seeded raisins
Add:
3 lb. 4 oz. honey
Stir in:
12 oz. whole eggs
Mix together and add:
1 lb. 8 oz. crumbs (cake or cookie)
5 lb. milk
Sift together, add and mix in until smooth:
5 lb. cake flour
5 oz. baking powder
Deposit into pans of desired size and shape. Bake at about 375° F. When baked and cool, cover with desired icing.

SPICE LOAF CAKES

Cream together:
2 lb. granulated sugar
1 lb. shortening
1¼ oz. soda
½ oz. cinnamon
¼ oz. allspice
1 oz. salt
Add:
½ pt. molasses
Mix together and add:
1 lb. 8 oz. crumbs
4 lb. buttermilk
Stir in:
4 lb. cake flour
Then mix in:
2 lb. seedless raisins
Deposit into loaf cake pans and bake at 350° F. When baked and cool, cover the top with desired icing.

SPICE CAKES

Cream together:
1 lb. 12 oz. granulated sugar
1 lb. 12 oz. shortening
1½ oz. soda
1 oz. cloves
1½ oz. cinnamon
1½ oz. salt
3 lb. ground raisins
Add slowly:
1 lb. whole eggs
Stir in:
2 qt. molasses
Then mix together and add:
3 lb. 4 oz. crumbs
2 qt. water
Sift together, add and mix in until smooth:
6 lb. 4 oz. cake flour
2½ oz. cream of tartar
Bake at about 375° F. When baked and cooled, ice the cakes as desired.

CHOP SUEY CAKES

Cream together:
1 lb. 8 oz. granulated sugar
1 lb. shortening
1½ oz. salt
1½ oz. soda
1 oz. cinnamon
½ oz. nutmeg
½ oz. ginger
Add:
1 qt. molasses
Stir in:
1 lb. whole eggs
Then add:
3 lb. cake crumbs soaked in 5 lb. 8 oz. water

Waste Costly

Crumbs Useful

Cake and cookie crumbs are bound to accumulate through cripples, cake trimmings, left overs and also due to errors in scaling, mixing or baking. These crumbs not only represent an investment for ingredients but also for labor. The cost of both ingredients and labor is high. Today, more than ever before, it behoves the baker to pay close attention to efficient shop practices.

Cake and cookie crumbs lend themselves readily for making a variety of good eating and eye appealing products. It is important that only good, clean crumbs be used. Burnt cookie and cake crumbs should not be used as they will harm the flavor of the products in which they are used. The crumbs should be ground fine and sifted through a coarse screen in order to eliminate any possibility of hard lumps in the cake or cookie doughs. When these sifted crumbs come in contact with moisture they will soften readily. Due to the variation in the richness of various cake and cookie crumbs and also their moisture content some slight adjustments in the formulas may be necessary.

Sift together, add and mix in:

4 lb. cake flour
2 oz. baking powder

Then mix in:

1 lb. ground nuts
2 lb. seedless raisins

Deposit into well greased chop suey rings. Bake at about 360° F. When baked and cool, remove the rings and then run a strip of white icing down the center on top of each one.

Note: If chop suey rings are not available, regular greased cup cake pans may be used. Run criss-cross lines of white icing over the tops after the cups are baked and cool.

RAISIN LOAF CAKES

Cream together:
2 lb. 8 oz. brown sugar
1 lb. shortening
½ oz. salt
4 oz. soda
½ oz. cinnamon
¼ oz. ginger
¼ oz. cloves
3 lb. ground seeded raisins
Add:
1¼ qt. molasses
Mix together and add:
2 lb. 8 oz. crumbs
3 qt. water

Sift, add and mix in:

7 lb. 8 oz. cake flour

Deposit into greased or paper lined loaf pans and bake at about 360° F. When baked and cool, cover the tops with desired icing or leave plain.

SCOTCH OATMEAL COOKIES (MACHINE)

Cream together:
4 lb. 8 oz. granulated sugar
2 lb. shortening
2 lb. ground seeded raisins
2½ oz. soda
¼ oz. cinnamon
½ oz. nutmeg
½ oz. cloves
1½ oz. salt

Add:
10 oz. whole eggs

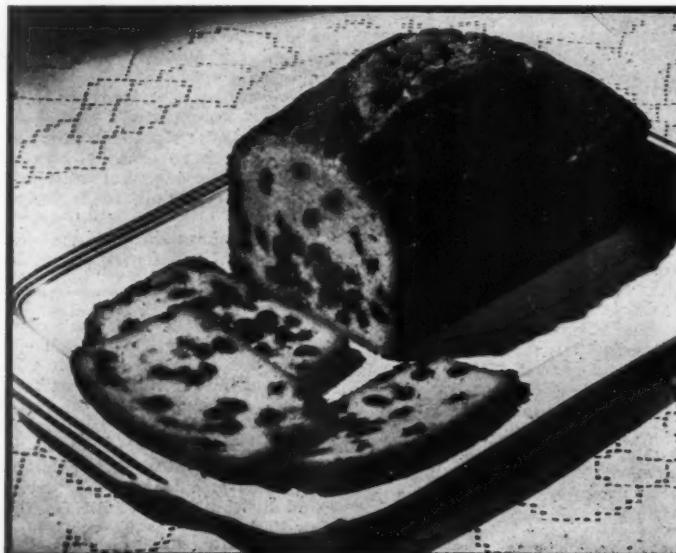
Mix in:
1 lb. molasses

Add:
12 oz. water

Stir in:
1 lb. 12 oz. fine ground crumbs
Then add and mix in:
2 lb. fine ground oatmeal
8 oz. whole wheat flour
3 lb. 4 oz. pastry flour

Deposit on lightly greased pans. Wash with water and bake at about 350° F.

Raisin Loaf Cake



RAISIN GEMS

Cream together:
2 lb. brown sugar
1 lb. shortening
2 oz. salt
½ oz. ginger
½ oz. nutmeg
1 oz. cinnamon
2½ oz. soda

Add:
8 oz. whole eggs

Stir in:
1 qt. molasses

Mix together and add:
2 lb. crumbs
4 lb. 8 oz. milk

Sift and mix in:
5 lb. cake flour
2 lb. seedless raisins
2 lb. currants

Deposit into paper lined cup cake pans and bake at 375° F. When baked and cooled, cover with desired icing.

FRUIT CUPS

Cream together:
1 lb. granulated sugar
1 lb. shortening
1½ oz. salt
2½ oz. soda
1 oz. cinnamon
1 oz. allspice
¼ oz. ginger
¼ oz. cloves

Add:
1 lb. whole eggs

Stir in:
1 qt. molasses

Mix together and add:
4 lb. cake crumbs
4 lb. 8 oz. water

Mix in:
4 lb. cake flour

Add:
2 lb. seedless raisins

Deposit into paper lined cup cake pans. Bake at 375° F. When baked and cool, cover with desired icing.

WASHINGTON PIE SQUARES

Line an 18x26 in. bun pan with the following pie dough:

Rub together:
1 lb. 8 oz. pastry flour
12 oz. shortening
¾ oz. salt

Mix in:

9 oz. cold water

Allow the dough to rest a little while before rolling out. After the bun pan is covered, dock it with a fork.

Then cream together:
8 oz. granulated sugar
8 oz. shortening
¾ oz. soda
½ oz. salt
¼ oz. cinnamon
¼ oz. ginger
¼ oz. allspice

Add:

6 oz. whole eggs

Stir in:

¾ qt. molasses

Mix together and add:

1 lb. 4 oz. cake or cookie crumbs
1 lb. 8 oz. water

Sift together and add:

2 lb. 4 oz. flour
¾ oz. baking powder

Mix in:

2 lb. seedless raisins

12 oz. mixed peel

8 oz. chopped nuts

Place this mixture into the lined pan and spread out evenly. Bake at about 350° F. After baking and when

cool, ice the top with white, chocolate or maple icing. Then cut into 2 in. squares.

OATMEAL COOKIES

Cream together:

- 2 lb. 12 oz. sugar
- 1 lb. shortening
- 1 oz. salt
- 1 oz. soda
- ½ oz. ginger
- ½ oz. nutmeg
- ½ oz. molasses

Add:

- 3 oz. condensed milk

Stir in:

- 3 oz. eggs

Mix together and mix in:

- 5 oz. cake crumbs
- 8 oz. water

Mix together, add and mix in:

- 3 lb. flour
- 1 lb. 6 oz. oatmeal
- 2 lb. raisins (seedless)

Roll out and cut with a 2½ or 3 in. cookie cutter. Place on lightly greased pans. Wash with an egg wash and bake at about 375° F.

CRUMB COOKIES

Mix together:

- 3 lb. sugar
- 1 lb. 8 oz. shortening
- 2 oz. soda
- 1½ oz. salt
- ¾ oz. cinnamon
- ½ oz. ginger
- ¼ oz. allspice

Add gradually:

- 12 oz. eggs

Stir in:

- 3 lb. molasses
- 2 lb. water

Mix in:

- 3 lb. cake or cookie crumbs
- Sift together, add and mix in:
- 3 lb. pastry flour
- 3 lb. bread flour

Roll out to about ¼ in. thickness. Cut out with a cookie cutter of desired size. Place on lightly greased pans. Bake at about 375° F.

CHOCOLATE COOKIES (MACHINE OR HAND CUT)

Cream together:

- 5 lb. 8 oz. granulated sugar
- 1 lb. shortening
- 1¼ oz. salt
- ¾ oz. soda
- Vanilla to suit

Add:

- 1 lb. eggs

Mix together and add:

- 2 lb. 8 oz. crumbs
- 2 lb. 8 oz. water

Sift together, add and mix in until smooth:

- 4 lb. 8 oz. bread flour
- ¼ oz. cream of tartar
- 10 oz. cocoa

Deposit on lightly greased pans. Dip in coarse granulated sugar and bake at 375° F. When making these cookies for hand cutting, roll the dough out to about ½ in. thickness. Sprinkle sugar on top and then roll out to about ¼ in. thickness and cut out the cookies. Place on lightly greased pans and bake at about 375° F.

BUTTER CRUST PIE SHELLS

Mix together thoroughly:

- 5 lb. crushed cake, cookie or macaroon crumbs
- 3 lb. granulated sugar
- 10 oz. melted butter
- 6 oz. melted shortening

Then add and mix in:

- 1 lb. 4 oz. egg whites

Sprinkle 8 oz. of this mixture into 9 in. greased pie pans. Spread the mixture evenly over the bottom and sides of the pans. Press another pan firmly on top. Place in the oven and bake the same as regular pie shells. When baked and cool, remove

the top pan and fill the shells with any filling that is desirable. Cover the filling with meringue and then sprinkle some of the crumb mixture on top. Brown in the oven at about 380° F.

BROWN SUGAR COOKIES

Cream together:

- 1 lb. 12 oz. brown sugar
- 8 oz. shortening
- 8 oz. butter
- 1½ oz. salt
- 2 oz. soda

Add:

- 1 lb. 4 oz. good molasses

Stir in:

- 6 oz. whole eggs

Mix together and add:

- 8 oz. cake crumbs
- 1 lb. water

Then sift and mix in:

- 4 lb. 8 oz. cake flour

Drop out with a cookie bag, using a No. 8 or No. 9 plain round tube, on lightly greased pans. Bake at about 375° F.

BELMONT COOKIES (MACHINE OR HAND CUT)

Cream together:

- 1 lb. 8 oz. sugar
- 1 lb. 4 oz. shortening
- 1 oz. salt
- 3 oz. soda
- 1½ oz. cinnamon
- ½ oz. ginger
- ½ oz. allspice
- ¼ oz. cloves

Add:

- 1 qt. molasses

Mix in:

- 3 lb. 8 oz. cake crumbs that have been soaked in
- 2 lb. water

Sift and fold in:

- 5 lb. cake flour

Roll out about ¼ in. thickness, sprinkle well with granulated sugar and roll in lightly. Cut out with a 2½ to 3 in. plain round or scalloped cutter. Place on greased pans and bake at about 375° F.

TAFFY COCONUT SLICES

Boil to 230° F.:

- 2 lb. 8 oz. brown sugar
- 1 lb. water

Place the boiled mixture in a hand mixing bowl and allow to cool.

Add gradually:

- 8 oz. whole eggs

Add:

- ½ oz. salt

Then add and mix in until smooth:

- 1 lb. fine ground toasted cake crumbs
- 1 lb. 4 oz. flour

- ¼ oz. baking powder

- Vanilla to suit

Place the mixture in an 18x26 in. paper lined bun pan and spread out



A. J. Vander Voort

A. J. Vander Voort

. . . technical editor, author of this monthly formula feature and conductor of the Question and Answer Department (see page 20) and the Do You Know feature (see page 34), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

evenly. Cover the top with a heavy coating of shredded coconut or any other desired topping. Bake at about 350° F. to a golden brown color. When cool, cut into slices of desired size.

Note: If the coconut colors up too fast during baking, place a sheet of heavy paper over it.

MOLASSES CRUMB PIES

Mix together:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. brown sugar
- ¼ oz. cinnamon
- 4 oz. butter
- 4 oz. shortening
- 1 oz. salt

Add gradually:

- 2 lb. whole eggs

Mix in:

- 1 lb. 4 oz. good molasses

- 2 lb. corn syrup

- 12 oz. honey

Then mix together and stir in thoroughly:

- 1 lb. 4 oz. milk

- 1 lb. graham cracker crumbs

- 1 lb. light cake crumbs

Pour the mixture in unbaked pie shells. Bake at about 380 to 400° F.

Pie Dough for Shells

Rub together:

- 6 lb. pastry flour
- 3 lb. shortening

- 2½ oz. salt

Mix in carefully:

- 36 oz. cold water

Note: Best results are obtained by allowing the pie dough to rest six or eight hours in a cool place before using.

FIG CRUMB BARS

Rub together, by hand, until crumbly:

- 1 lb. 4 oz. brown sugar
- 1 lb. 4 oz. shortening
- 1 oz. salt

- 2 lb. soft cake crumbs

- 2 lb. pastry flour

- ½ oz. nutmeg

- ½ oz. cinnamon

Then mix in lightly:

- 3½ oz. beaten whole eggs

Sprinkle one half of this mixture

Oatmeal Cookies



on a greased bun pan. Press down and smoothen out evenly with another bun pan or rolling pin. Cover the surface with fig filling and cover that with the balance of the crumb mixture. Press down and smoothen out with another bun pan or rolling pin. Bake at about 350° F. for about 30 to 40 min. Cut into 2 in. squares, after baking and while still warm.

Fig Filling

Cover 3 lb. of figs with boiling water and let stand for 15 min. Drain, cut off the stems and grind.

Add:

- 1 lb. honey
- 4 oz. granulated sugar
- 2 oz. lemon juice
- ¼ oz. salt

Bring this to a boil. Allow to cool before spreading.

FRUIT BARS (NO. 2)

Cream together:

- 1 lb. 8 oz. granulated sugar
- 8 oz. shortening
- ½ oz. salt
- ¾ oz. soda
- ¾ oz. ammonia
- 1 oz. cinnamon
- ½ oz. ginger
- ¼ oz. allspice
- ¼ oz. cloves

Add:

- 8 oz. whole eggs

Stir in:

- ¼ pt. molasses

Add:

- 10 oz. milk

Mix in:

- 1 lb. 8 oz. fine ground crumbs

Sift and mix in:

- 1 lb. seedless raisins

- 8 oz. chopped nuts

Scale into 18 oz. pieces and roll out to the length of a bun pan. Place three strips on each pan and flatten out. Wash with an egg wash and then bake on double pans at about 375° F. When baked and cool, cut into bars 1½ in. wide.

Note: If desired, the strips may be covered with a thin fondant or water icing before being cut.

FRUIT BARS (NO. 1)

Mix together:

- 3 lb. 8 oz. sugar
- 1 lb. shortening
- 2 oz. salt
- ½ oz. cinnamon
- ¼ oz. ginger
- ¼ oz. allspice
- ½ oz. soda
- ½ oz. ammonia

Add gradually:

- 8 oz. eggs

Stir in:

- 1 lb. 12 oz. milk

Add:

- 3 lb. cake or cookie crumbs

Then add and mix in:

- 3 lb. pastry flour (variable)

- 3 lb. raisins

- 1 lb. mixed diced peel

- 1 lb. chopped nuts

Scale into 18 oz. pieces and roll out to the length of a bun pan. Place

(Continued on page 46)

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

* * *

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

Jelly Roll

Under separate cover we are sending you a jelly roll which we would like to have you examine. We would like to have the formula, method of mixing and method of handling this jelly roll.—A. J. G., Mich.

I received the jelly roll you sent us and found it to be pretty well crushed. In cutting it, it also was very dry. I am enclosing a formula and directions for making a product somewhat similar to it.

We noticed that the grain of the jelly roll was very close. The cake also seemed to have an extremely yellow color, which may possibly be due to the addition of some egg color. However, in some states the use of egg color is prohibited. Quite often formulas for baked foods are developed in the individual bakery and are at times quite hard to duplicate exactly.

JELLY ROLLS

Mix together for 4 min. at medium speed:

- 2 lb. 8 oz. cake flour
- 2 lb. 12 oz. sugar
- 8 oz. shortening (emulsifying type)
- ¼ oz. soda
- 2½ oz. baking powder
- 1½ oz. salt
- 1 lb. 12 oz. milk
- 4 oz. honey or invert syrup
- Flavor

Then add and mix for 4 min. at medium speed:

- 8 oz. whole eggs
- 10 oz. yolks

Then add and mix for about 2 min. on low speed:

- 8 oz. water

Deposit into paper lined bun pans and bake at about 400° F. After baking turn the sheets over on cloths on which some fine cut macaroon coconut has been sprinkled. Allow the sheets to cool somewhat and then remove the papers and spread jelly on them. Cut the sheets in half and roll up. Allow to set and then trim and cut the jelly rolls to the desired size. Scale about 3 lbs. of batter in each pan.

Bread

I am sending you a loaf of my bread and I would like to have you tell me a few things about it. I'll give you the formula I use for it:

- 20 qts. water
- 4 lb. 3 oz. milk powder
- 1 lb. 8 oz. sugar
- 1 lb. diamalt
- 20 oz. salt
- 2 lb. lard
- 2 lb. yeast
- 70 lb. flour (approx.)
- Enrichment tablets

This dough is mixed on a four-speed cake machine, 5 min. in first speed and 5 min. in second speed. Dough temp. 82°. 1 hr. 5 min. first punch, 20 min. second punch and then to the bench.

I would appreciate it very much if you could tell me a few things about this bread: The age, the texture, the acidity, shortening content. Is it

mixed enough? Is it in proper balance? Is it baked properly? What I should do to correct it?

I have been reading your magazine for many years and have benefited very much from it. Any suggestions you have on my loaf of bread and formula will be very much appreciated.—M. B., Minn.

I received the loaf of bread you sent me and also your letter. In checking your formula, I would like to suggest that you increase the salt content from 20 oz. to 24 oz., or 26 oz. Increase the sugar from 1 lb. 8 oz. to

3 lb. The shortening content is all right, although some bakers will use 3 lb. instead of 2 lb. as this produces a softer crumb and more tender crust.

By making these changes it will be necessary to increase the fermentation time 15 or 20 min. on the first punch, and the second punch about 10 min.

The dough seems to have the proper age. The texture of the loaf was very good and the loaf also had a pleasing odor. It was, however, on the flat side as far as taste was concerned. It may also be necessary to increase the mixing time slightly as the bread

seemed somewhat starchy while chewing it. The loaf had a very good appearance and was properly baked.

I am sure that the above suggestions will help to improve your bread somewhat.

Vanilla

Is it possible to make your own vanilla flavoring from vanilla beans and can you tell me where vanilla beans may be obtained?—E. H., Pa.

* *

Very frankly, the making of good vanilla extract requires quite an investment for percolating the alcohol used in vanilla, over the beans. You would be required to take out a government alcohol permit, and you will find that this requires considerable amount of red tape.

Vanilla beans may be purchased from various bakery supply houses. Quite a number of years ago the following formula was used by a number of bakers who made their own vanilla extracts:

Cut up 1 lb. of ripe Mexican vanilla beans. Place these in a gallon jar and fill this jar with alcohol. Cork tightly and allow the mixture to stand for two or three weeks, shaking the bottle frequently. Then about 4 oz. of glycerin was added and a small amount of caramel coloring.

I am sure that you will be much further ahead buying your vanilla from a reliable concern rather than to try to make your own.

Bread

Being a student of yours in the baking department (of Dunwoody Industrial Institute) in 1932, I am sure that you will help me with a bit of information. We have been having trouble with our bread. The pullman loaf sags in the middle and caves in. The regular 1½ lb. loaf will draw in at the bottom of the loaf. What is the cause of this? We make a 40-60 sponge dough, mix it medium stiff, scale and run it through moulder.—P. H. F., Minn.

* *

This is in answer to your letter in which you tell that you are having difficulty with your pullman bread sagging in the middle and caving in. In your letter you state that you are running a 40-60 sponge dough. I presume you mean 60% sponge. The following are some of the reasons for bread caving in:

1. Underbaked
2. Pans spaced too close together
3. Extremely old dough
4. Pans greased too heavily
5. Oven bottom too cold
6. Over proofing

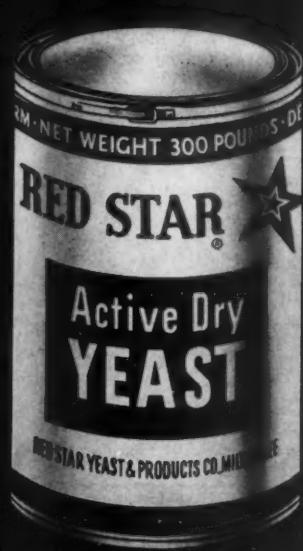
I have also found that by increasing the floor time after the dough is mixed that your difficulty is quite often eliminated. Not having your formula I don't know whether you are using yeast food. In the past I have found that by decreasing the yeast food this trouble was also eliminated.



DISTRIBUTE HANDBOOK—A detailed plan for placing the new Allied Trades of the Baking Industry, Inc., handbook on baking schools in New York City schools has been followed through successfully, allied men from that city report. Above (left to right) are Charles E. O'Toole, director of placements for New York City's schools, and Mrs. Betty Hawley Donnelley, executive secretary of the advisory board for vocational and extension education, New York City Board of Education, as they receive a copy of the ATBI handbook from W. H. Welker, Swift & Co., and E. J. Ranney, American Food Laboratories, Inc., representing the Allied Trades of the Baking Industry, Inc.

Jim
Think we should
get the facts
from Red Star
Joe

The new standard
of fermentation...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE

Billing the Baker's Doorbell

Jerry's Bake Shop is one of the new firms which has opened in the Hub Shopping Center, **Richfield, Minn.**, a suburb of Minneapolis. Partners in the business are Jerry Hemmink and Alice Strouts.

Robert A. Lindberg, owner, assisted by Paul Lightenberger, baker, have opened Lindberg's Pastry Shop, **Farmington, N.M.**

The Askov (Minn.) Bakery has been closed.

Gale Evans, new owner of the Cozad (Neb.) Bakery, held open house and provided doughnuts and coffee for hundreds of visitors.

Mr. and Mrs. Don Gould are the new owners of the bakery at **Battle Lake, Minn.**

Evert Hokkanen has purchased and reopened the Home Bakery at **Osakis, Minn.**

The Osceola (Wis.) Bakery has undergone remodeling.

Mr. and Mrs. Francis J. Cooper have purchased the **River Falls (Minn.) Bakery.**

Glen Dunwiddie, manager of the Swander Baking Co. at **Deadwood, S.D.**, has announced that Swander's retail outlet there has been sold to Mr. and Mrs. William L. Pike, who formerly operated a bakery at Martin, S.D. The Deadwood store has been renamed Pike's Bakery.

The Home Quality Bakery, **Osseo, Minn.**, recently installed new freezing equipment. Lawrence Kessler owns and operates the bakery.

Robert D. Lemke, proprietor of the Home Bakery, **Little Falls, Minn.**,

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 320

Wisconsin Rye Flour

We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

BLAIR'S *certified*
FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

has moved his bakery to a new location on E. Broadway Ave.

Purchase of the Burger Bakery, 1029 Broadway, in **Cape Girardeau, Mo.**, has been announced by Billy Hampton, a former employee, who said it would continue to operate

under that name. Purchase was made from Mrs. W. H. Burger whose family has operated the establishment for a quarter of a century.

Leon Leach has purchased the Mrs. Pemberton Bakery at 23rd & May Sts., **Oklahoma City.**

Vernon Mettler has opened a bakery in **Freeman, S.D.**

The Shaffer Bakery has opened for business at 120 N. Montana St., **Dillon, Mont.** James Shaffer operates the bakery.

A business name has been filed for the West Seneca Bakery, 3481 Seneca St., **Buffalo, N.Y.** by William and Kathleen Boivin.

Hanscom Bake Shops have opened a new retail bakery shop at 157

Profit-Making Ideas from Fleischmann

How to get more business from each customer

Make sure your salespeople read this



The more you suggest, the more you sell

Salesgirl: Good morning, may I help you?

Customer: Why yes, I think I would like some sweet rolls or coffee cake. Let me see . . . what kind do you have?

Salesgirl: (Reaching for a Fruit & Nut Ring.)

We have a full assortment . . . but our Fruit & Nut Rings are specially priced today. Just 79¢!

Customer: (Smiles. She is saving money.) Looks very good . . . I'll take one.

Salesgirl: (Smiling, as she places Nut Ring on counter in wax paper.) Perhaps your family would enjoy one of our fruit pies for dessert tonight . . . these are right out of the oven.

Customer: Ordinarily they would, but we just had one the night before last.

Salesgirl: (Hesitates momentarily.) By the way, have you ever tried our Devil's Food cake?

Customer: Why, ah . . . no—but I don't think . . .

Salesgirl: Well, sometime you really should try it. It's our specialty . . . and a favorite with our customers.

Customer: Hmm. What's the price?

Salesgirl: This week just 64¢.

Customer: Well, I'll take one. Devil's Food cake is my husband's favorite dessert . . . And that'll be all, thank you.

Newark Ave., Jersey City, N.Y. The Hanscom concern now has over 80 stores in the New York metropolitan area.

Two additions to the automatic equipment of Fuchs Baking Co., South Miami, Fla., are a delidder and a greaser. The delidder can handle over 6,000 loaves an hour.

Mr. and Mrs. Charles Alderman have sold the bakery which they operated in one location in Jensen Beach, Fla., for the past 16 years,

and will retire. The new owners are Mr. and Mrs. Reginald Darvills.

Plans to expand and modernize the Bama Pie Co. in Tulsa, were announced recently by the owners, Mr. and Mrs. Paul W. Marshall. Additions will include a warehouse, lounges, dining and toilet facilities, for employees, an office section, and a check-in department and a snack-bar for drivers.

K&M Cookie Co., 4240 South Lancaster, Dallas, has recently completed

a \$100,000 addition to its plant, plus two units of machinery valued in excess of \$70,000. Leon Kilgore, owner, is the only independent cookie manufacturer in the Dallas area.

Construction will begin immediately on a building in Smith Center, Kansas, to house a new \$200,000 bakery to be erected by Mini-Max Provisions, Inc. The bakery firm will produce about 30,000 loaves of bread daily for 63 Mini-Max buying stores.

Alvin Buenger, owner of the Osage Bakery, Osage City, Kansas, has

started delivery service to customers in 14 communities near Osage City.

Holsum Bakeries, South Miami, Fla., has again expanded its territory, this time along Tamiami Trail through Collier County. Headquarters will be at Naples. Frank Stallings, a long time employee of the company, will be in charge.

The Crestview Sweet Shop is a new bakery opening in Crestview, Fla. The business will be operated by Glen Thyson, and is jointly owned by Mr. Thyson and Mary McLeod.

William Conn, formerly of Hattiesburg, Miss., where he was associated with the Jitney Jungle Bakery, has purchased the Fort Walton (Fla.) Bakery and will operate it.

W. B. Stallings, owner and operator of Brownie's Bakery, St. Petersburg, Fla., has purchased the Sunshine Bakery in the same city. W. C. Vaughn will be in charge of production in the Sunshine Shop.

Edward L. Smith, who opened a bakery in Canton, Mo., about a year ago and operated it until last November when he was forced to close on account of illness, has sold the bakery equipment to Leo F. Clow. Mr. Clow, who has been a baker for nearly 50 years, will operate under the name of Smitty's Pastry Shop. Mr. Clow formerly owned the Paramount Bakery in Quincy, Mo.

Roberts Bakery, 423 S. Main St., Elkhart, Ind., has opened a new branch at 1210 W. Franklin St.

Gus Amundson has opened the Village Bake Shop at 1531 Losey Blvd. S., in the Village Shopping Center, LaCrosse, Wis.

Lyndy's, Inc., Charlotte, N.C., has obtained a charter to operate bakeries and delicatessens. The incorporators are Chrestena, Constantine and Steve Economos, all of Charlotte.

The Silver Edge Bakeries, Inc., wholly-owned subsidiary of the H. C. Prange Co. department store, and (Continued on page 40)



What tastes better— SELLS BETTER!

Why your cakes taste better with Fleischmann's Frozen Eggs

EGGS are what give cakes their delicate, wholesome flavor. Fleischmann's Frozen Eggs give your cakes the same delicate, wholesome flavor the housewife gets with fresh shell eggs because Fleischmann's . . .

1. Are bought only in the Grain Belt—land of the finest eggs for baking.
2. Are frozen only at peak quality—right where and when they are bought.
3. Are rigidly inspected—every one—to assure uniformity and quality.



FLEISCHMANN supplies bakers only with top-quality frozen eggs—handles only first-choice eggs.



**Never underestimate
the power of suggestion!—
the most important factor
in good selling**

Your salespeople can make many an extra sale by pointing out in a friendly manner special treats the customer will enjoy; by recommending featured buys; by sampling—and by reminding her of how your delicious baked goods can add extra interest to her meals.

BRING A THIRD DIMENSION TO YOUR CAKE QUALITY...
MAKE FULL USE OF THESE THREE FINE INGREDIENTS—
FLEISCHMANN'S
Frozen Eggs
Baking Powder TasteX Margarine Shortening



Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

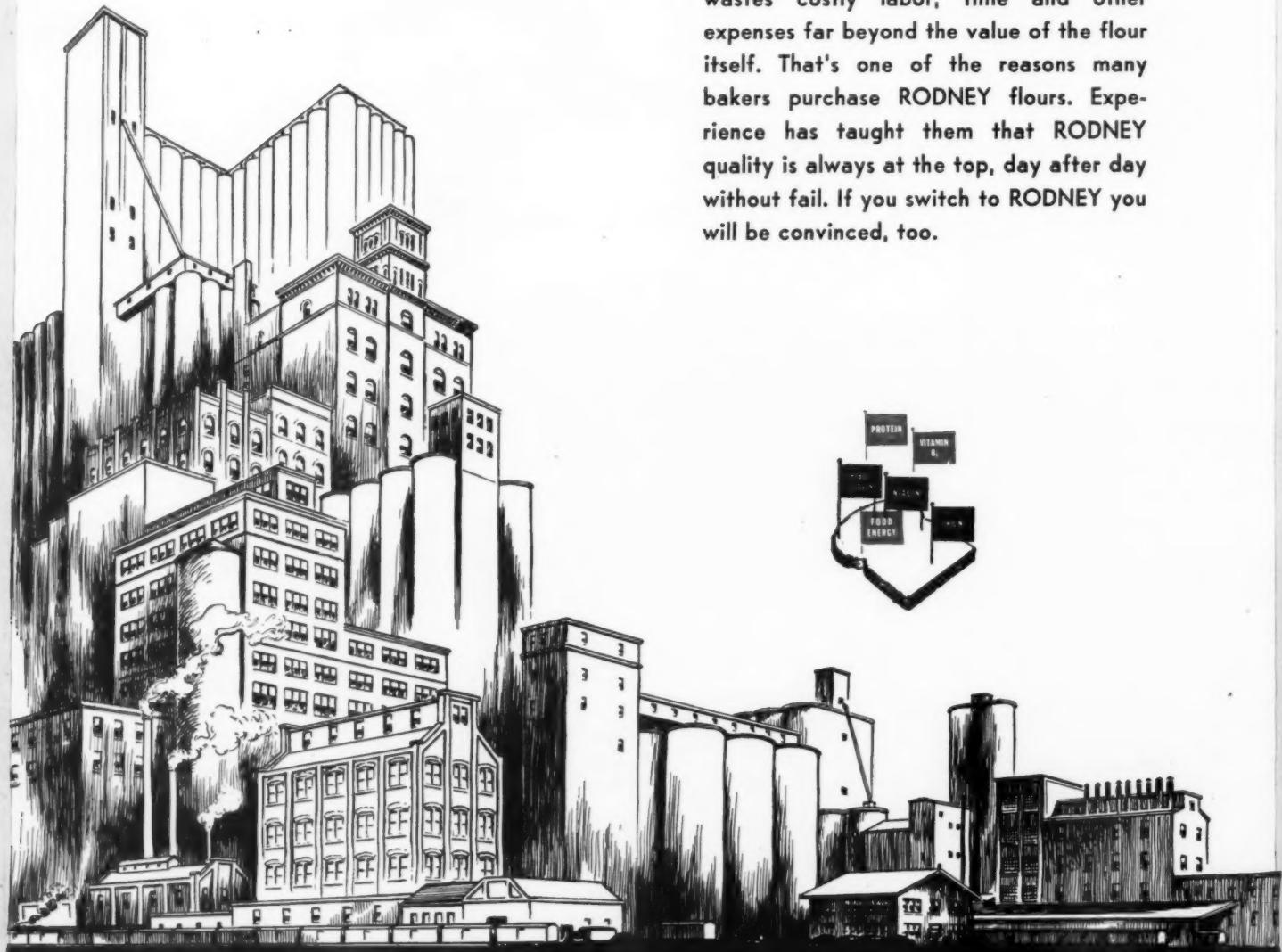
**DAVID HARUM
BAKERS FLOUR**
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Michigan Soft Wheat Flour
Plain and Self-Rising
King Milling Company
LOWELL, MICHIGAN

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U.S.A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels



A thoughtful baker who realizes how much money, time and effort is invested in his loaf each day—in addition to the flour he buys—knows how important it is that flour quality always be tops. For a flour failure wastes costly labor, time and other expenses far beyond the value of the flour itself. That's one of the reasons many bakers purchase RODNEY flours. Experience has taught them that RODNEY quality is always at the top, day after day without fail. If you switch to RODNEY you will be convinced, too.



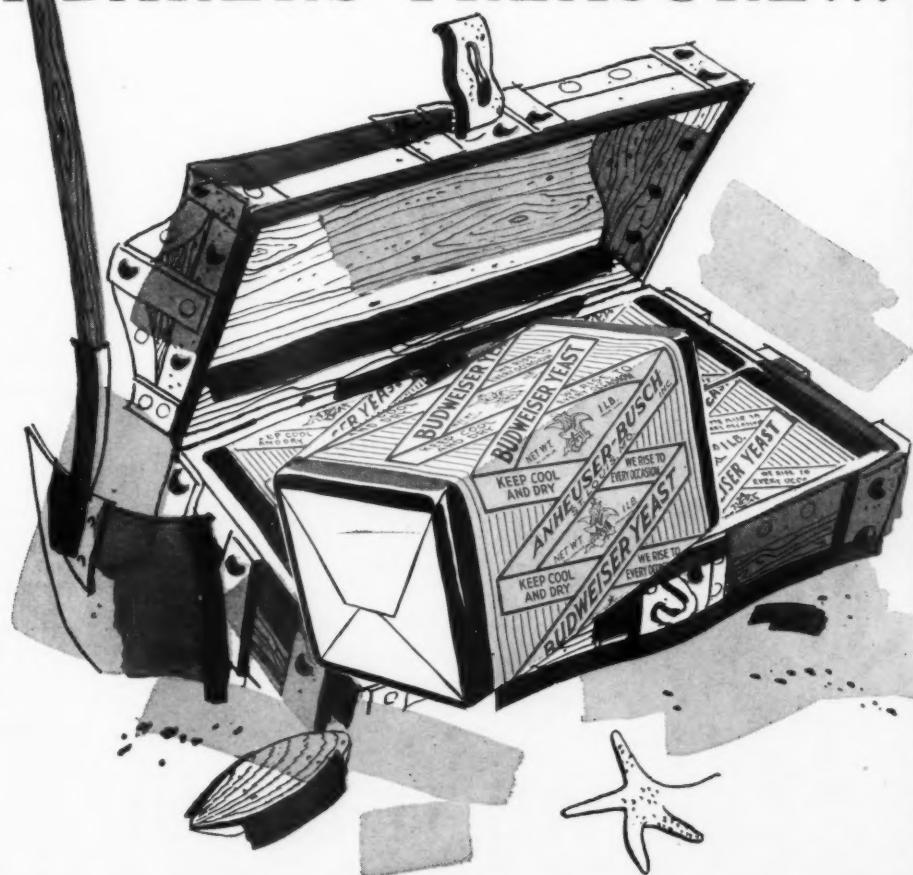
Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

*Those who prize good bread
count on Anheuser-Busch Bakers Yeast
for highest uniformity...
pound after pound after pound.*



A BAKER'S TREASURE...



BAC Anniversary Plans Complete

MYRTLE BEACH, S.C.—The complete program for the silver anniversary convention of the Bakers Association of the Carolinas has been announced by Louise Skillman, secretary of the group. The convention will be at the Ocean Forest Hotel, Myrtle Beach, S.C., June 19-21. The daily program:

June 19: 1:30-5:30 p.m., regis-

tion in the lobby; 5-7 p.m., cocktail party in Peacock Alley, courtesy of the Southern Bakers Allied Assn.; 5:30-7 p.m., get acquainted party for the teen-agers; 5:30-7 p.m., get acquainted party for the juniors; 7-8:30 p.m., smorgasbord in main dining room; 9:30, dancing in Marine Patio.

June 20: 8-10 a.m., breakfast; 9-?, breakfast, Southern Bakers Allied Assn. in private dining room; 10-12 noon, registration in the lobby; 12 noon, bull session for the retailers; 12:30-2 p.m. lunch; 2-5 p.m., annual shuffleboard contest, ocean side of hotel; 3-4 p.m., bingo party for the

teen-agers; 5:30-6 p.m. meeting of the nominating committee; 7-8:30 p.m., buffet supper in main dining room; 9:30-midnight, Allies, King for a Night, ballroom, special feature—Carolina Showboat presenting "Mardi Gras."

June 21: 8-10 a.m., breakfast; 9 a.m., joint breakfast of the North Carolina Bakers' Council and the South Carolina Bakers' Council; 9 a.m., breakfast of the Southern Bakers Allied executive committee; 11:30 a.m., shuffleboard contest for the teen-agers; 12-12:45 p.m., business luncheon in main dining room, ladies

MIAMI BAKERY LAUDED FOR SERVICE

MIAMI—The Miami Chamber of Commerce has awarded a citation for "outstanding service" in the employment of handicapped persons to Grable's Bakery, 699 NW 62nd St. The citation says the company "has employed the physically handicapped in its industry in various departments and has found them good and loyal employees." It goes on to say "the officials have inspired others in their type of business to follow their example." Many of the bakery's employees are victims of heart ailments.

are urged to attend this luncheon and the business meeting; 12:45-2 p.m., general business session; welcome address, Raymond Streb, Royal Baking Co., Raleigh, N.C., speaker, George N. Graf, Quality Bakers of America, Inc., New York, subject, "Unfinished Business"; 2:30-4 p.m., bingo for the ladies in the ballroom; 2:30-5 p.m., annual horseshoe pitching, north side of the hotel; 4-5 p.m., orchids for the ladies; 6:30-7:30 p.m., president's reception; 8-10 p.m., annual banquet; 10 p.m., silver anniversary dance.

BREAD IS THE STAFF OF LIFE

PITTSBURGH PRODUCTION MEN HEAR RALPH HERMAN

PITTSBURGH—John Guay, Drake Baking Co., president, was in charge at the April dinner meeting of the Greater Pittsburgh Production Men's Club at South Vocational School.

Norman Jenkins, Standard Brands, Inc., program chairman, introduced the speaker, Ralph Herman, General Mills, Inc., Minneapolis.

Mr. Herman suggested that the baking industry had a fine opportunity at this time to increase the consumption of bakery products through alert merchandising and advertising, individually as well as collectively.

He urged cooperation with the Bakers of America Program and for tie-in promotions at the local level with suitable bakery products that are nationally advertised by allied firms. He stressed that many of these products were practical for commercial production and were reasonably well "pre-sold" to the consumer for the industry. He showed how such advertisements could be adopted by using the phrase, "Why Bake It—We've Got It," in connection with such tie-ins either in the form of streamers and reprints or posters on truck panels, window and counter displays, newspaper advertising, radio and TV plugs, etc.

C. R. Kolb, general sales manager, eastern division, General Mills, Inc., New York, and Verne Vosseller, sales manager, General Mills, Inc., Buffalo, N.Y., were club guests.

BREAD IS THE STAFF OF LIFE

CALIFORNIA MEETING

SAN DIEGO—The San Diego County Retail Bakers Assn. conducted a recent dinner meeting at the North Park Lions Club with a "turn-away" crowd of 108 attending.

In addition to Ray Ziegler, Westco Products, Los Angeles, who gave short highlights on bakery merchandising, Clarence White, president, and Jay Thornton, vice president of the Los Angeles Master Retail Bakers Assn. demonstrated Easter decorating techniques. Rudy Keiss, master decorator, also gave a demonstration.

Research Pioneered WYTASE

- To the PROFIT of Bakers
- To the ENJOYMENT of Consumers

Use WYTASE in both bread and buns with confidence because . . .

1. Wytase is flexible—not critical...gives tolerance to mixing.
2. It is easy to handle—used dry on top of the flour in either sponge or dough.
3. It increases bread yield.
4. It makes doughs more pliable—they machine better.
5. It makes the crumb whiter—you can see the difference.
6. It activates softening agents—you can feel the difference.
7. It enhances the full flavor of choice ingredients—you come back for more of the tempting slices.

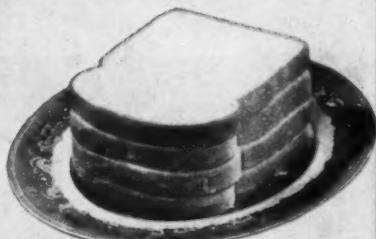
YES . . . it is no exaggeration to say that bread made with Wytase is better bread in every way.

Beautiful
WHITE BREAD

made with

Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

Fingers can find these critical degrees only by accident

WHY PRECISE MILLING TEMPERATURE CONTROL IS IMPORTANT TO BAKERS

When you grind wheat you get friction. Friction means heat. Too much is bad, so is too little.

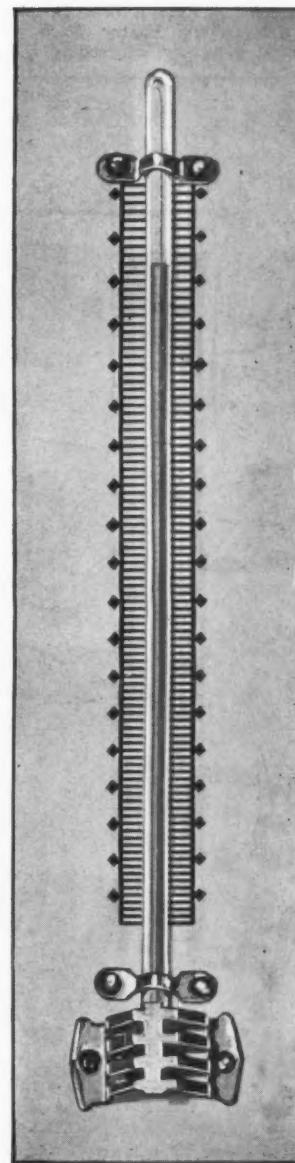
There's one *right* temperature for perfect milling. But no human fingers—no matter how sensitive—can infallibly say yes or no to a critical adjustment that changes granulation and final quality.

That's why Atkinson decided to rely on scientific instruments to signal any needed change in the grinding operation. Now, a glance at a gauge tells the miller exactly what to do to be sure that the present run of flour will be identical with the previous lot of the same type.

Scientific temperature control is another big step ahead toward absolute flour uniformity by Atkinson.

Since 1941 our 50,000 cwt. aging plant has made possible super-accurate milling, milling for storage—not hasty delivery. And all Atkinson flours are triple aerated. Freshly milled or BIN-AGED* they work the same every time.

A new high in flour quality and uniformity—available from Atkinson for bakers only.



ATKINSON MILLING COMPANY MINNEAPOLIS, MINNESOTA



RHODE ISLAND BAKERS

REELECT M. J. CRAWLEY

PROVIDENCE, R.I.—Michael J. Crawley, Crawley's Pastry Shop, was reelected president of the Rhode Island Retail Bakers Assn. at its annual meeting held as a Dutch supper recently at Oates Tavern, North Providence.

Joseph Ranaldi, Ranaldi Bros. Bakery, was elected vice president, succeeding Joseph Esposito, Dutch Dainty Bakeries. Arthur D. Markley, Markley's Pastry Shop, was elected secretary, succeeding Bombi

Basilico, Carr's. John Keating, Keating Bakery, was elected treasurer, succeeding George Monast, Weybosset Pure Food Markets. Committee chairmen include Mr. Esposito for programs throughout the year; James Hooton, Bridge Bakery, and Horace Martin, Martin's Bakery, co-chairmen to audit the treasurer's books; Mr. Esposito and Louis Del-Monico, Wesson Oil & Snowdrift Sales Co., co-chairmen to make all arrangements for the annual dinner to be held May 15.

The board of governors will consist of all officers; the immediate past president, Mr. Esposito; Gen-

naro DeMario, LaSalle Bakery; John Anisewski, Holiday Pastry Shoppe; Mr. Hooton; Frank Coogan, Standard Brands, Inc.; Everett Henry, Bakers Service Co.; John Raposa, independent allied service man; Albert Jenkins, Albert Jenkins Co.; Bert Hakanson, H. A. Johnson Co.

The association will discontinue its previous policy of holding monthly meetings for the transaction of business by the entire membership. In the future, business will be handled by the board of governors, with the understanding that important questions or special issues will be presented to the full membership at

ST. PAUL BAKERS PLAN BASEBALL PARTY

ST. PAUL — The annual baseball night party, sponsored by the Associated Bakers of St. Paul, will be held May 15 at Lexington Park, St. Paul, with the home-town American Assn. team playing its sister city rival, Minneapolis. Game time will be 8 p.m. and a pre-game motorcade parade will leave the Minnesota State Fairgrounds at 7:30 p.m., headed for the ball park. Festivities will include the crowning of Pauline Norman, 16, as queen of bakers' night. Pauline is the daughter of Paul Norman, Baker Boy Bakery, St. Paul, and treasurer of the St. Paul bakers' group. Over 100 decorated cakes donated by bakers will be given away during the game, which will be televised. Bakers and allied tradesmen are cooperating in advance ticket sales, under the leadership of Ed Duren, Tip-Top Bakery, president of the St. Paul bakers' group.

meetings to be announced by letter to all paid-up members. It is believed this procedure will relieve the bakers from most of the routine business meetings, so that these meetings may be used for bakery demonstrations, for speakers and a more serious presentation of the bakers' problems.

To facilitate the handling of board meetings, two members are to be designated each month by the president, these members to be responsible for arranging a meeting place and other details. Mr. Coogan and Mr. Henry were in charge of the April meeting.

BREAD IS THE STAFF OF LIFE

JAMES A. KIRKMAN, JR., NAMED

MILWAUKEE—James A. Kirkman, Jr., vice president in charge of sales and advertising of the Red Star Yeast & Products Co., Milwaukee, has been elected vice chairman of the mid-western merchandising committee of the Grocery Manufacturers of America, Inc. Mr. Kirkman will assist in planning discussions to be held throughout the year on merchandising, marketing and distribution problems.

BREAD IS THE STAFF OF LIFE

CAKE REPLICA

MIAMI BEACH, FLA. — Fred Grimmig, Jacques Pastry Shop, baked a 200 lb. cake and presented it to the Miami Beach Sun on the occasion of the opening of the newspaper's new plant. The cake was an exact replica of the building. The cake was later given to a children's hospital.

B-E-T-S tablets first made it possible for bakers to enrich bread *easily, accurately and economically* back in 1941, at the very beginning of the enrichment program. B-E-T-S continue to lead the way to better enrichment through constant research and product improvement.

Let your Sterwin Technically-Trained Representative show you how the B-E-T-S Inventory Control System can supply your production needs with minimum inventory investment.

Here's why B-E-T-S lead!

- 1. The Original tablet method which has been universally adopted by the baking industry, has saved bakers many millions of dollars.
- 2. Fastest disintegration and uniform dispersion insure dependable and uniform enrichment.
- 3. Contain Ferrous Sulfate—the highly assimilable form of iron—an exclusive feature—at no extra cost.
- 4. Now! B-E-T-S with Vitamin D enable you to add Vitamin D to your bread for less than 1¢ extra per 100 lbs.



Stocked for quick delivery: New York (N.Y.), Evanston (Ill.), St. Louis, Kansas City (Mo.), Denver, Minneapolis, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

1450 BROADWAY, NEW YORK 18, N.Y.

Pioneers in Food Enrichment



VICTOR

BAKERY FLOURS
UNIFORM, DEPENDABLE, MILLED TO
FIT UP-TO-DATE SHOP SCHEDULES

BRANDS

VICTOR - EIDERDOWN - CHAMPION
FLUFFYDOWN - DOWNTIGHT

CRETE MILLS - CRETE, NEBRASKA

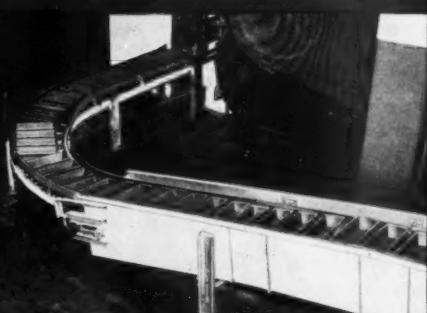
FINE FLOURS - CORN PRODUCTS



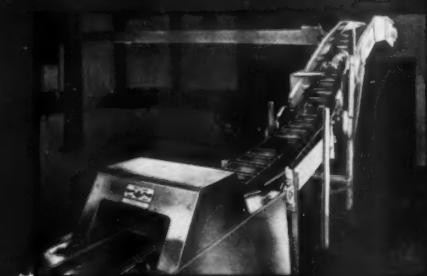
USP

automatic pan cooling conveyor

A Panway System
Cools Pans Faster...
Saves Space...Reduces
Number of Pans Required



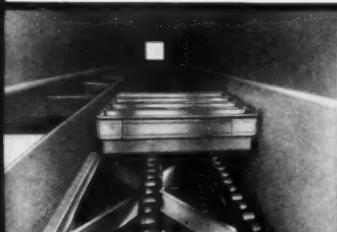
Now each oven has its own Panway conveyor system which is built around the oven. This allows the baker to move directly from oven to Panway conveyor without having to move the pans. This saves time and labor, reduces storage space and speeds up production.



Each oven has its own Panway conveyor system which is built around the oven. This allows the baker to move directly from oven to Panway conveyor without having to move the pans. This saves time and labor, reduces storage space and speeds up production.

Ask the baker who has one.

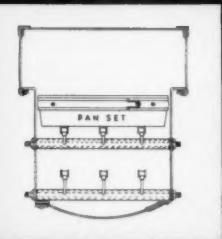
He'll tell you that USP Panway, the modern automatic pan cooling conveyor, is a real production streamliner. Panway cools pans faster... automatically, saving time and labor, reducing storage, pan damage and number of pans required. All variations of temperature in pans entering the proofing system is eliminated. Panway smooths and speeds production through a continuous flow of pans from oven or depanner to pan greaser... all in a matter of minutes!



Interior view of cooling tunnel. Each pan has maximum surface exposed to air for fastest cooling. Note guide rail at left which can be removed to accommodate longer pan if desired. Panway systems are available with or without forced air cooling tunnels.



Cross-sectional sketch at right illustrates how pan strap is conveyed upon powered roller chain through Panway cooling tunnel. Pans travel smoothly and without damage. Various pan sizes may be used over the same Panway system.



SAVES YOU... FLOOR SPACE • MANPOWER TIME • PANS • MONEY

The benefits of a Panway system will become apparent just as soon as the system is in operation in your plant. Contact your nearest USP representative today, he'll be glad to assist you.



UNION STEEL PRODUCTS CO.
ALBION • MICHIGAN

*Dependability...
Uniformity...
Performance*
IN THE BAKERY

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY

WICHITA • KANSAS
Mills at Wichita, Cherryvale, and Moundridge, Kansas—Marion, Ohio
CAPACITY: 12,000 CWTS. • STORAGE: 4,500,000 BUSHELS



May, 1954

THE AMERICAN BAKER

31

Bakery Suppliers Map Meeting Plans

CHICAGO — Henry R. Kingdon, Bessire & Company, Inc., Indianapolis, president of the National Bakery Suppliers Assn. has announced that plans for the organization's annual convention have been virtually completed. The NBSA will meet in Chicago, at the Blackstone Hotel, October 13-15.

Following the successful pattern established last year, the three day convention will feature group meetings, planned and directed by the chairmen of the NBSA's three divisions: John W. Allen, J. W. Allen & Co., Chicago, distribution division; Roger E. Blum, Sol Blum & Sons, Cleveland, equipment division; Eugene Holland, Richardson & Holland, Inc., Seattle, manufacturing division.

General sessions for the association members will open and close the convention.

Convention chairman in charge of arrangements and general activities is George A. Seidel, Ad. Seidel & Son Inc., Chicago. Ladies' activities will be handled by Mrs. Seidel and the social events are being planned by C. E. Bletsch, Jr., Hilker & Bletsch Co., Chicago.

BREAD IS THE STAFF OF LIFE

ROCKY MOUNTAIN BAKERS TO GATHER

DENVER — Don F. Copell, vice president, Wagner Baking Corp., Newark, N.J., and immediate past president of the Bakers Club of New York, Inc., will be the main speaker at the 28th annual convention of the Rocky Mountain Bakers Assn., June 13-14 at the Albany Hotel, Denver.

Mr. Copell, a veteran of the industry, began with Wagner in 1929, being named vice president in charge of engineering and personnel training in 1951. He is vice president of the Wholesale Pie Bakers Assn., vice president in charge of membership of the Society for Advancement and consulting editor of *Advancement Management* magazine.

William F. Thie, Virginia Bakery, Cincinnati, and president of the Associated Retail Bakers of America, has tentatively been announced as one of the speakers also. A repre-

sentative of the American Bakers Assn. also has been invited.

As in former years, delegates will enjoy a luncheon speaker on both days and a cocktail hour and buffet supper will be held on the evening of June 13. The convention will end with the annual dinner-dance at the Aviation Country Club.

The program committee is made up of C. J. Downing, Old Homestead Bread co., chairman; Eddie Gonzales, Sr., Miller Super Markets, co-chairman; Dick Jones, Continental Paper Box Co.; Roger Knight, Jr., Campbell-Sell Baking Co.; Maurice

Rust, Rust's Sales Co.; Don Blanchard, Mrs. Hurd's Bakery; Fred Voss, Voss Bros. Bakery. All are from Denver.

BREAD IS THE STAFF OF LIFE

\$200,000 BAKERY

SMITH CENTER, KANSAS—Dick Simpson, president of Mini-Max Pro-

visions, Inc., Smith Center, Kansas, has announced that Smith Center will be the site for a new \$200,000 bakery to be constructed on the firm's lots on South Main St. The new bakery will be headed by Leland Perry, Concordia, Kansas. Dick Simpson will be the manager.

"Diamond D" Sheridan Flouring Mills, Incorporated SHERIDAN, WYOMING

Kick up May sales
with a special Pineapple Week

Pick a week in May to bake and display Pineapple Cakes, Pies, Sweet Goods, and other Pineapple specialties. Canned Pineapple is a good buy among quality fruits. So you'll find it highly profitable to offer your customers the baked goods Canned Pineapple Industry advertising is making them hungry for!



Canned Pineapple adds Nature's Most Refreshing Flavor...brings you refreshing extra profit!

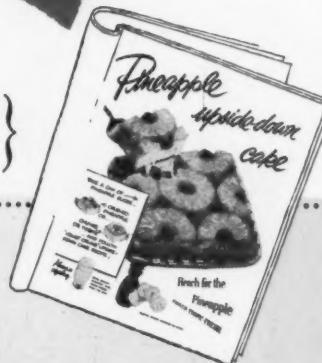
EVERY MONTH Canned Pineapple Industry advertising in national magazines reminds folks that Pineapple is Nature's most refreshing flavor!

Colorful display pieces to help you—all free. Indicate number of each you need, then send your order to: Pineapple Growers Association, 215 Market Street, San Francisco 5, Calif.

No. 778—"Pineapple Week" counter cards shown above (9" x 12" with easel backs)

- Pineapple Pie
- Streamers
- Counter Cards
- Truck Posters

- Pineapple Upside-Down Cake
- Counter Cards



DIXIE LILY

Plain and Self-Rising
A Flour Without Equal
Anywhere

BUHLER
MILL & ELEVATOR CO.
• Mill & Gen. Offices, Buhler, Kansas
• Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL
With NAPPANEE MILLING CO.
NAPPANEE, IND.

AMERICAN BEAUTIES

By Tom Henderson



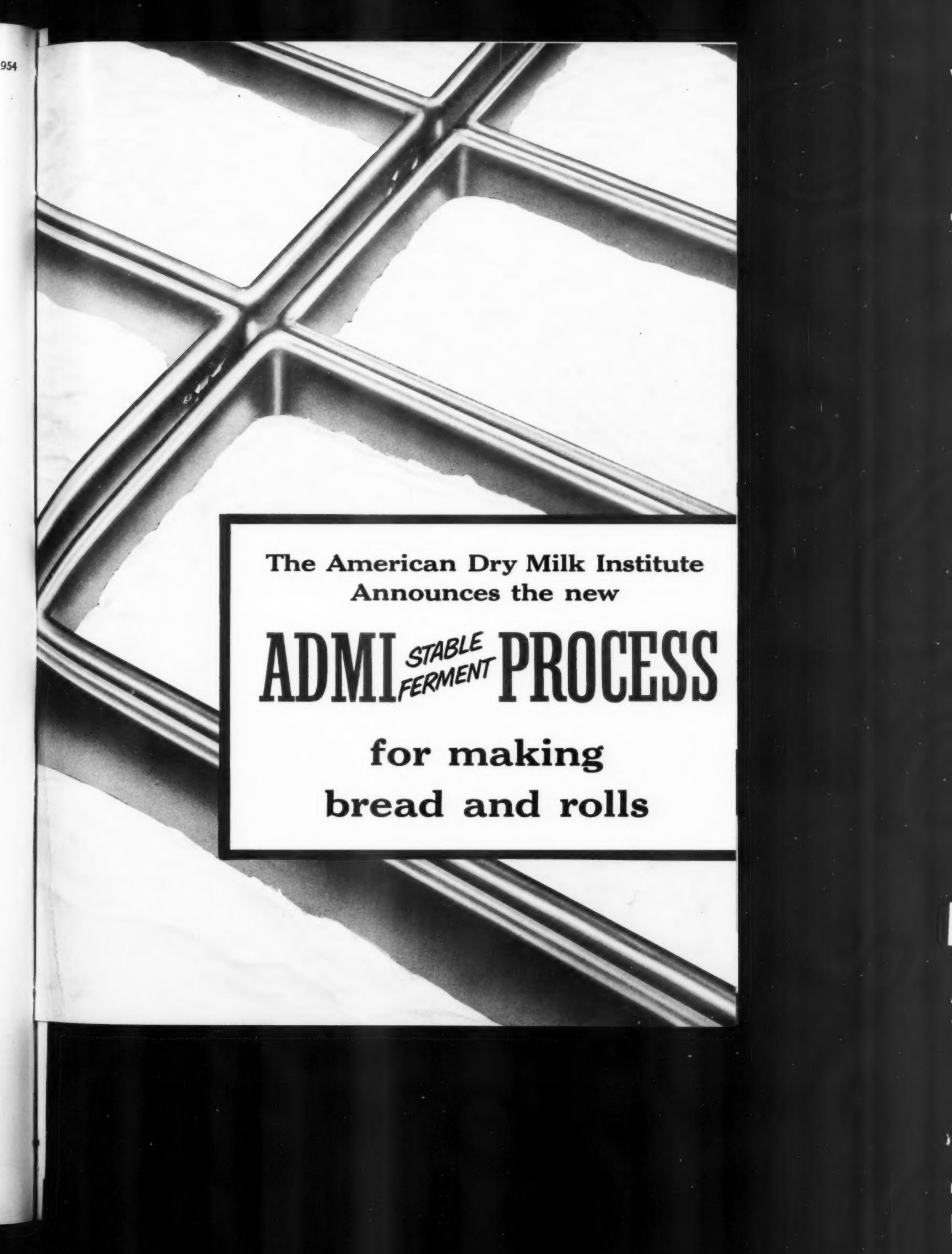
"MISS FRISBY! IT'S SUFFICIENT JUST TO SAY 'THANK YOU'!"

Yup . . . sometimes even courtesy can be carried too far! But there's one thing no go-getting bake shop can overdo—*ever*. That's good-looking, good-tasting, really superior merchandise. In the final analysis, there's nothing else can get customers into your shop . . . and keep 'em coming back, again and again. Naturally, we recommend Russell-Miller flours for "baked-in" sales appeal . . . there's one for every bakery need. Your Russell-Miller representative or jobber will be glad to tell you all about Russell-Miller's complete line of uniform, dependable flours . . . just ask him!

Millers of
**OCCIDENT,
AMERICAN
BEAUTY**
and other fine
bakery flours

RUSSELL-MILLER MILLING CO.

General Offices: Minneapolis 1, Minnesota



The American Dry Milk Institute
Announces the new

ADMI *STABLE
FERMENT* **PROCESS**

for making
bread and rolls

Now! You can eliminate save floor space

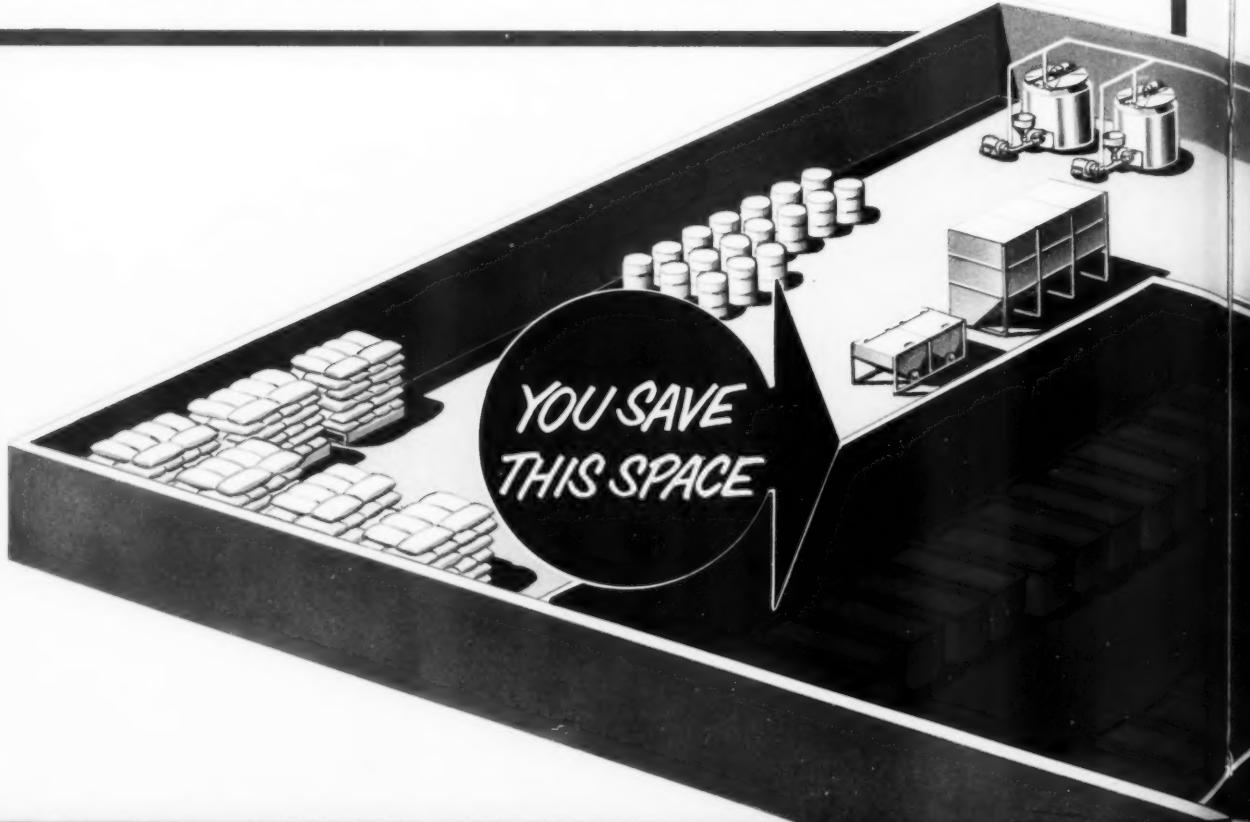
The American Dry Milk Institute is announcing a new Stable Ferment Process for making bread. Tested under commercial conditions, this new fermentation process produces uniform loaves of excellent quality.

It will pay you to thoroughly investigate the potential savings made

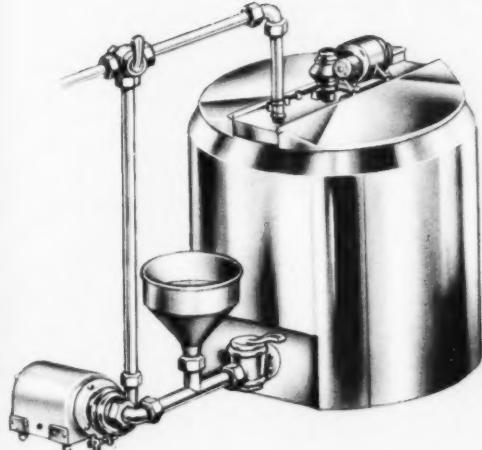
possible by this revolutionary new development. Eliminating the sponge operation effects many economies, permits closer production controls, lends greater flexibility to operations.

Read this insert . . . then write to us for the complete story of the 8 specific advantages for you in this new

ADMI STABLE FERMENT PROCESS



the sponge operation... ...processing time!

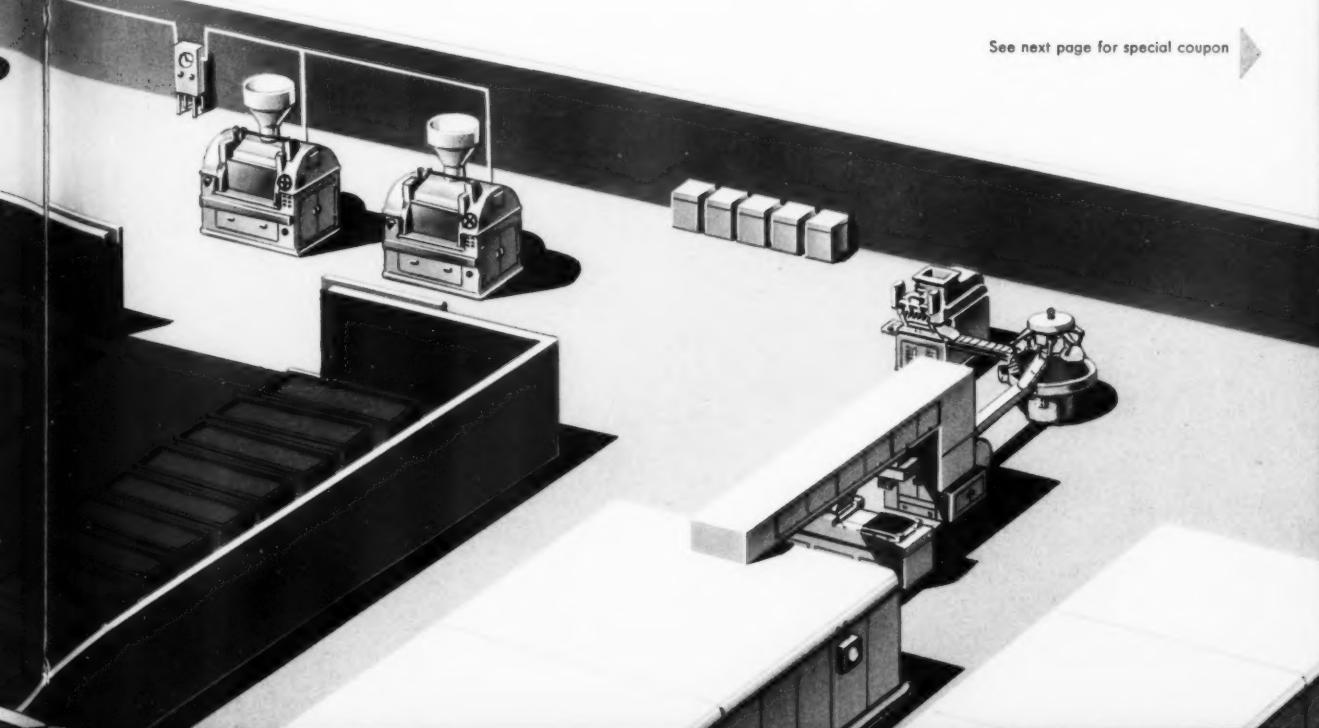


This tank holds the secret!

It contains the ADMI Stable Ferment—essentially a simple homogeneous mixture of natural fermentation products. This new process requires nothing more than a typical, jacketed stainless steel tank such as is available from any dairy equipment supply house. It involves merely the metering of a specific amount of water into the tank and then adding the ingredients of the ferment. When ready to use, a portion of the ferment is metered into a standard dough mixer and the conventional dough mixing process is begun.

AMERICAN DRY MILK INSTITUTE

See next page for special coupon



Leading bakeries and laboratories say this about the **ADMI**^{STABLE FERMENT} **PROCESS**



Get the facts

Central Grocer's Baking Co.—“Central Grocer's Baking Company of Montevideo, Minnesota, was the first plant to produce bread commercially by the ADMI Stable Ferment Process. Since January 1, 1954, we have been producing practically all of our bread by this process. We are convinced that the ADMI Stable Ferment Process uniformly produces a better loaf of bread, more economically, than our old sponge process. Since going on the ADMI Stable Ferment Process our bread has scored consistently higher when examined by an outside laboratory.”

Holsum Bakery Company, Gastonia, North Carolina—“We have been interested for some time in the use of a ferment process to replace the sponge dough process. The ADMI Stable Ferment Process appealed to us because of its simplicity, stability of the ferment, and the economic advantage it offers. Therefore, we invited the American Dry Milk Institute to install in our plant the necessary equipment to make bread by this method.”

National Dairy, Oakdale, L. I., N. Y.—“At the invitation of the American Dry Milk Institute, Inc., the Oakdale Laboratories of National Dairy has checked the ADMI Stable Ferment Process for making bread. Based on our results, we believe this process offers the baking industry a new, practical, and economical method for making sponge type bread.”

It will pay you to thoroughly investigate the potential savings made possible by this revolutionary new development. Find out how this new ADMI Stable Ferment Process can work in your bakery. Use coupon below for the specially prepared 8 page brochure.

Mail this coupon today!

American Dry Milk Institute
221 North LaSalle Street, Chicago 1, Illinois

Please send me your new brochure describing the ADMI Stable Ferment Process.

Name _____

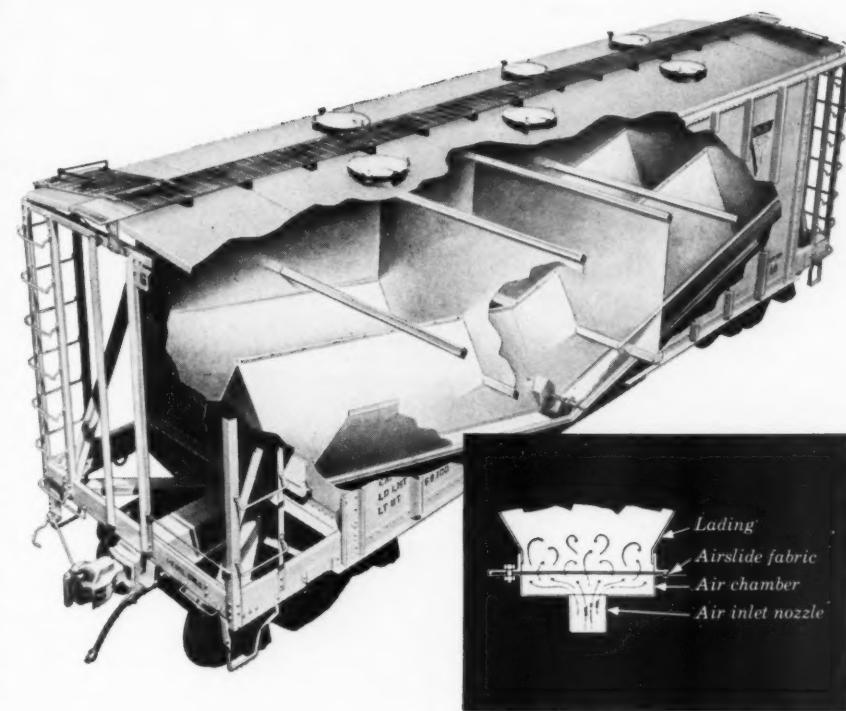
Address _____

City _____ State _____

Bakery _____ Position _____

GENERAL AMERICAN'S Airslide® Car Fleet now brings the savings of "BULK SHIPPING" to millers, bakers and macaroni manufacturers.

Throughout these industries, company after company is looking forward to the many advantages of this new and proven method of shipping. A great many Airslide cars have already been leased. Before the cars were leased, these facts were considered:



1. Airslide car shipping costs less.
2. High or low density materials can be successfully loaded, carried and unloaded by Airslide cars.
3. The expense of bag shipment and handling is eliminated.
4. Airslide cars are quickly and easily unloaded into any conveying system.
5. Ladings are protected against shrinkage and leakage with minimum possibility of contamination.
6. General American can service Airslide cars in its own shops throughout the country.

AIRSLIDE, a trade mark of the Fuller Company, Catasauqua, Pennsylvania



UNLOAD INTO ANY CONVEYING SYSTEM

The Airslide in car quickly and easily "fluidizes" the lading for complete, speedy unloading. With approximately one pound of air pressure, the lading is aerated and flows quickly and evenly to the discharge points.

FIND OUT ABOUT CUTTING YOUR SHIPPING COSTS

General American's engineers will work with your traffic and production engineers to see how you can get the advantages and savings of bulk shipping. Write for information on tests of Airslide cars.



GENERAL AMERICAN TRANSPORTATION CORPORATION

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OFFICES IN PRINCIPAL CITIES

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 37 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When a bread dough is overmixed, it will feel dry and smooth.
2. Using hot water in making pie doughs will produce flaky pie crusts.
3. There is no difference between corn syrup and glucose.
4. Cold storage eggs are generally kept in a room having a temperature of 34 to 36° F.
5. It is advisable to put vinegar or some other edible acid in bread doughs during the summer even though no traces of rope are noticeable.
6. In order to obtain a definite butter flavor in bread, from 8 to 10%, based on the weight of the flour, should be used in the dough.
7. When making ice box cookies, powdered sugar should be used when greater spread is desired.
8. An acid or sour taste will be noticed in angel food cakes when 1 oz. of cream of tartar is used per quart of egg whites.
9. When glycerine is used in cakes in order to improve their keeping quality, usually 25% of the sugar in the formula is replaced in order to obtain the best results.
10. The acid in lemon pie filling sometimes causes the filling to thin down during the cooling period.
11. To make an egg white icing that will not become hard and brittle, part of the sugar should be replaced with simple syrup.
12. The term "straight" flour denotes all of the white flour that can be milled from the wheat.
13. It is best to incorporate the shortening in a bread dough after the flour has been mixed in for a short time.
14. In order to make good sponge cakes the eggs and sugar should be heated to 110-120° F. before they are beaten together.
15. In order to improve the appearance of ginger snaps, instead of washing them with water before placing them in the oven, steam may be used in the oven with excellent results.
16. Lactose, which is about 25% as sweet as cane or beet sugar, is the natural sugar found in milk.
17. Crackers are usually baked in peel ovens.
18. The use of extremely hard water in bread doughs will retard fermentation.
19. Improper rolling of puff paste dough is usually the cause of patty shells being oval in shape even though a round cutter is used.
20. Cane and beet sugars caramelize at a temperature of 235° F.

DOWN THRU
THE YEARS...
for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Leaf" FLOUR

TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

Town Crier
BAKERY
flours

IN SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.

UNIFORMLY MILLED BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

Examples are SET...



... NOT SPOKEN

Looks like his dad...

Walks like his dad...

Acts like his dad...

Chances are, he'll grow up to think like his dad. For Pop's the hero . . . and the way he does things, the way he acts, is "the right way."

Think of that next time you're tired when it's time to go to church or

synagogue . . . and you'd like to grab forty extra winks. You can't blame him, years from now, if he hasn't faith in God . . . in life . . . in himself . . . if you haven't shown him where to look for it.



Light their life with *Faith*  **BRING THEM TO WORSHIP THIS WEEK**

Contributed to the Religion In American Life Program by

PILLSBURY MILLS, INC.

ANSWERS
TO "DO YOU KNOW?"
Questions on Page 34

1. **False.** An overmixed bread dough will feel sticky, due to the physical properties of the gluten being injured. The dough will be hard to handle. The grain, texture and volume will also be adversely affected.

2. **False.** The crust will be mealy. When hot water is used the shortening is melted, eliminating the small pieces of shortening which produce the flakiness. When hot water is used, it is necessary to chill the dough over night before using it, otherwise it will be sloppy and hard to handle.

3. **True.** Both names refer to the same product.

4. **False.** They are generally stored at a temperature of 29 to 31° F.

5. **True.** Many bakers add these types of ingredients to their doughs during the warm months as a preventive for rope. Rope inhibitors are available to the baker from various bakers supply houses.

6. **True.** These percentages were found necessary after a series of tests were conducted. A good flavored sour cream butter should be used. If the butter is salted, adjustments in the salt content of the dough is necessary. Salted butter generally contains about 2½ to 3% salt.

7. **False.** Granulated sugar should be used for greater spread. The greater spread is caused by the undissolved sugar crystals in the dough melting during baking.

8. **True.** Recommendations are that not more than ½ oz. cream of tartar should be used per quart of egg whites.

9. **False.** Usually from 2 to 5% of the total weight of the sugar is used. Glycerine is quite expensive and is not used to any great extent in baked products.

10. **True.** Lemon pie filling contains citric acid which breaks down the starch in the filling. Acid, heat and moisture convert the starch into a sugar solution. A cooked lemon filling should be cooled as rapidly as possible so as to prevent this breaking down effect.

11. **False.** Simple syrup will not prevent the hardening of an egg white icing. By replacing part of the sugar with invert syrup, honey or corn syrup the icing will not become hard and brittle. The moisture content in the formula should be slightly adjusted as the above ingredients contain about from 15 to 20% moisture.

12. **True.** This will run about 70-72% of the wheat berry. In other

words, 100 lb. of wheat will produce about 70-72 lb. white flour.

13. **True.** It has been found that by adding the shortening after the flour has been mixed in for a short time that the absorption will be slightly greater. Some bakers add the shortening with the salt, sugar and other dry ingredients in order to eliminate the danger of forgetting to put it in the dough.

14. **False.** It is not necessary to heat the eggs and sugar. However, when they are heated to this temperature they will beat up faster and the cakes will have slightly more volume.

15. **True.** By using plenty of "wet" steam in the oven, the washing can be dispensed with.

16. **False.** While lactose is the natural sugar found in milk, it is not 25% sweet. Its sweetness is figured at about 16% when compared to either cane or beet sugar. Fresh whole milk contains about 4½% lactose, whole milk solids about 38% and nonfat milk solids about 51%. It is not fermentable by yeast. Due to its low caramelization point, it helps to impart a richer crust color to baked products.

17. **False.** Reel or traveling ovens are used in biscuit and cracker plants.

Peel ovens are not used for baking crackers as they do not produce satisfactory results.

18. **True.** This is due to the gluten in the dough being toughened too much. The use of more yeast will speed up the fermentation. A certain degree of hardness is desirable, as some mineral salts in water tend to strengthen the gluten in the dough.

19. **True.** When the dough is rolled out in one direction only, the gluten in the dough is stretched one way, resulting in oval shapes. The dough should be rolled in various directions.

20. **False.** These sugars caramelize at about 325° F.

Since 1928 Valuable BROLITE Ingredients ...for Bakers



Vita-Plus White Culture

Conditions dough for perfect fermentation. Extends tolerance of dough. Whitens crumb color.



Rye Sours
For outstanding rye bread volume, improved grain—simplified production. Seven types available.



Brossoft

A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and associated Phosphatides (vegetable emulsifier).



Brolite

For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings, etc. 5 types of different strengths and percentages of buttered culture.



O. B. Stabilizer
A convenient stabilizer and thickener for Meringue Toppings, Icings, Glazes, Butter Cream, etc.



White and Cocoa Fudge Bases

For Hi-Gloss, Flat type and Butter Cream icings of better flavor, easier handling. Economical.



Pie Dough Culture

Makes a drier dough with improved machining qualities. Produces a rich, flaky crust with improved color. Reduces tendency to soakage in crusts.



Other Brolite products include SUPERSHORT with the all-vegetable emulsifier.

Demonstrations by our trained bakery technicians available in your shop.

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PRECISION-MILLED FLOURS

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S. BROSSET & JONATHAN HALE & SONS, INC.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

RAISIN INDUSTRY TO SEEK UNIFORM GRADING

FRESNO, CAL.—The California Raisin Advisory Board has invited representatives of the raisin administrative committee, including Chairman A. Setrakian, to meet with some of its members to discuss the possibility of establishing a uniform grading system in the raisin industry. The action was taken following presentation of a report which represented more than two years of work from the research committee of the board. The meeting was held in the Californian Hotel in Fresno.

Named to the committee to repre-

sent the California Raisin Advisory Board at the meeting were: the board chairman, Henry J. Andreas, J. Paul Peterson of Porterville, Roy H. Barr of Dinuba, Walter Ficklin, Jr. of Madera, and Ronald Mackay, Fresno.

Board manager Norman J. Katen reported that national raisin week, May 9-15, is receiving local support from the West Coast Relays, the city and county Chamber of Commerce, and the Central Valley Empire Assn. He said the board currently is negotiating with Hollywood studios to bring a big name star to Fresno to appear at the relays and reign over National Raisin Week.

PENNSYLVANIA MEETING

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania held its April meeting at the Congress of Clubs, with the auxiliary president, Mrs. Laura Mae Mantsch, Blue Bonnet Bakery, Brookline, presiding. Mrs. Rose Mary Charles, Wesson Oil & Snowdrift Sales Co., membership chairman, introduced the new members who were auxiliary guests. The annual auxiliary social event, the birthday party, will be held in May with the following chairmen: Mrs. Margaret Masiezik, Gustav's Bakery, New Castle; Mrs. Mantsch; Mrs.



Ernest C. Everett

TO ATLANTA—Ernest C. Everett has been transferred to the Atlanta division of the Brolite Co., according to W. E. Dawson, general sales manager. Previously with the Chicago division of the Brolite Co., Mr. Everett will now cover North and South Carolina, part of Kentucky and part of Tennessee. Before joining the company, Mr. Everett was a sales and service representative for one of the large companies in the bakery field.

Anne Dietz, Dietz Bakery, Beaver, and Mrs. Mabel Mussman, Red Star Yeast & Products Co.



to cure baking troubles

SAPPHIRE FLOUR builds better bread. It provides the essentials for richer flavor, for better baking qualities. Its uniformity and superior handling qualities come from the premium hard wheat from which it is milled . . . its unusual absorption and outstanding flavor characteristics from the high-protein content of this wheat. SAPPHIRE is thirsty flour; ready to give you the most and the best in finished results.

	PROTEIN	ASH
Super Sapphire	12.50	.40
Super Judith	12.70	.42
Isis Clear	15.50	.72
Regular Sapphire	12.00	.40
Regular Judith	12.25	.42
King Grizzly Clear	14.40	.72
Mellow Sapphire	11.40	.40
Mellow Judith	11.70	.43
Dakotana (High Gluten)	14.80	.45
Sapphire Whole Wheat	15.00	1.50

(Coarse or Fine Granulation)



GENERAL OFFICES: GREAT FALLS, MONTANA
EASTERN OFFICES: 1635 MERWIN ST., CLEVELAND, OHIO

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BEST
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SUPERCAKE
SPECIAL CAKE FLOURS

QUALITY
UNIFORMITY
LABORATORY CONTROL

THE
MENNEL MILLING CO.
TOLEDO, OHIO

GARFIELD 6707 CALL COLLECT

You can make better bread with
SUNNY KANSAS FLOUR
The WICHITA
Flour Mills Co.
WICHITA, KANSAS

DESENDORF, Inc.
CLEAR, PATENTS, MILLFEEDS,
FEED INGREDIENTS
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A Trustworthy Trio...

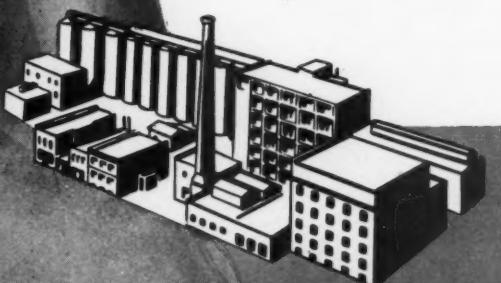
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These high-protein flours are tops in
their field, headed by
... KING HUBBARD ...
truly an outstanding pure-
spring high-gluten flour.
Hubbard Milling know-how
assures constant uniformity.

Remember—there's a
HUBBARD Flour to
meet your every need.

HUBBARD MILLING COMPANY
MANKATO, MINNESOTA



Be Proud of Your Job,
as We Are of Ours, for
**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

(Continued from page 23)

supplier for the store, has completed a modernization and improvements program at its plant located at 716 New York Ave., Sheboygan, Wis. An open house marked the event. Donald Wernecke is the baking superintendent.

The experimental baking laboratory of Dugan Brothers, Inc., in Newark, N.J., has been sold.

Virginia Pastry Shops, Inc., has been formed in Falls Church, Va. with the following officers: Dave Applestein, president; Ann P. Harness, vice president, and Irving R. Pressman, secretary and treasurer.

Bill's Bakery, 422 Choctaw Ave., Chickasha, Okla., has added a panel truck to its equipment.

George Zimmerman has opened the Lakeside Pastry Shop at 7519 North May, Oklahoma City.

Cliff Wolfe, formerly manager of the Wigwam Bakery, Torrington, Wyo., has purchased the Torrington operation from Oscar Whitlock of Casper, Wyo.

Ward Baking Co., 461 Eddy St., Providence, R.I., has received a permit to make interior alterations.

The Huntington Beach, Cal., Chamber of Commerce has named John

Eader, owner of the Eader Bakery, as its "man of the year." The honor was conferred on Mr. Eader for 45 years of active civic accomplishments. He has been a retail bakery operator and a chamber member since 1909.

Joe-Lee's Bakery, Providence, R.I., has taken over the Holland Dutch Bakery, and is now operating it as Joe-Lee's Holland Dutch Branch. The bakeries are owned and operated by Leon and Josephine Hodgkinson. St.

Hart's Bakery, Inc., Memphis, has purchased the plant of the Memphis Baking Co. and will operate it as Hart's Bakery No. 2 for the production of specialty breads. L. S. Hartzog is president of Hart's Bakery. Memphis Baking Co. was originally known as the Sam Schneider Bakery.

The All-American Cake Co., Larksville, Kingston, Pa., has closed. Its owner and operator, Albert J. Donn, attributed the closing to the dangers resulting from nearby mine blasting.

*The Standard Others
Strive to Reach*

WHITE SWAN
FLOUR

SPRINGFIELD MILLING
CORPORATION
580 GRAIN EXCHANGE AT 6339
MINNEAPOLIS • MINNESOTA
Mills at Springfield, Minn.

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
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FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

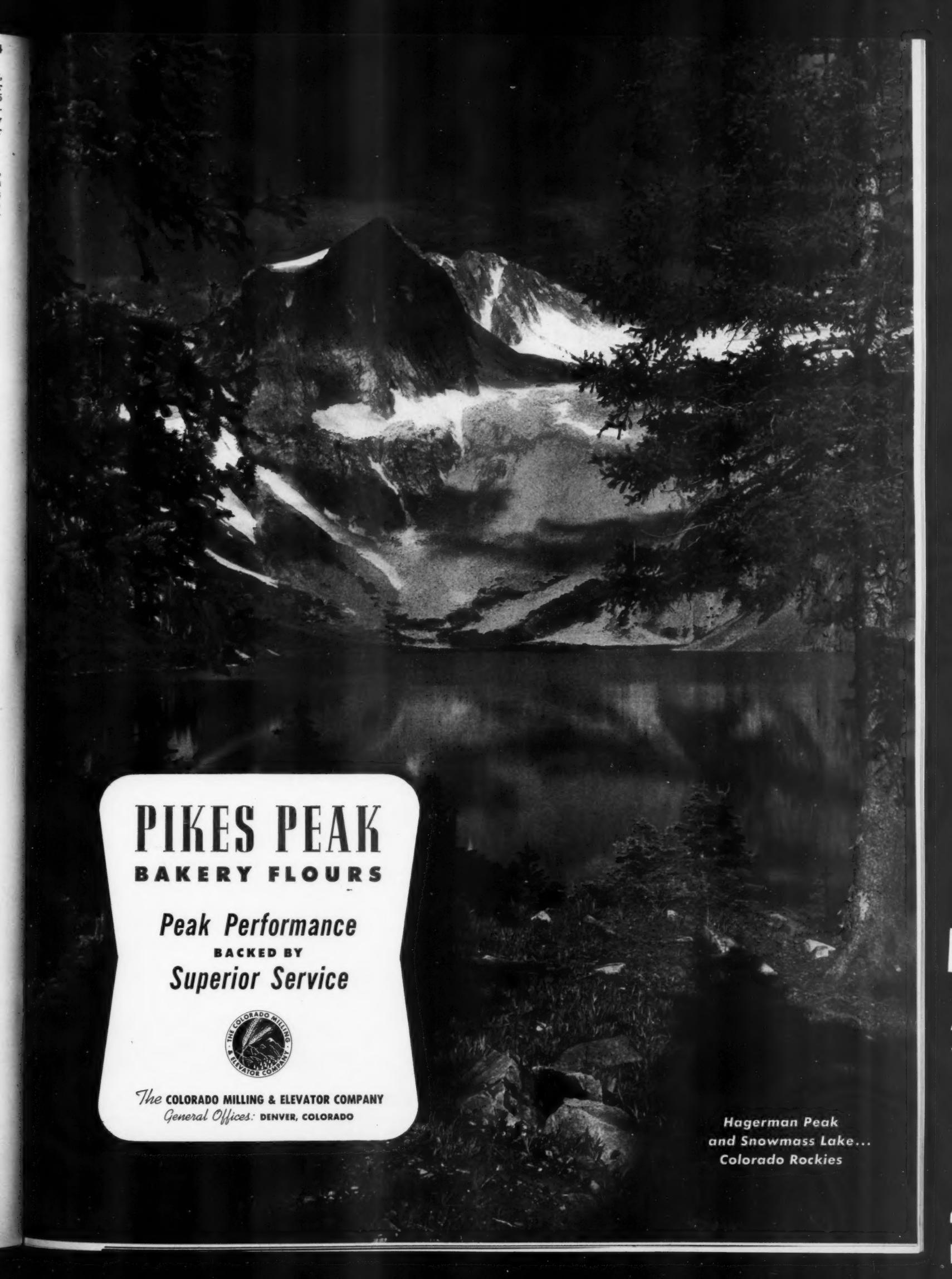
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Domestic and Export Millers
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Fisher's BLEND FLOUR



high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.

TRI-STATE MILLING CO. Rapid City, S. Dak.



PIKES PEAK BAKERY FLOURS

Peak Performance

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Superior Service



The COLORADO MILLING & ELEVATOR COMPANY
General Offices: DENVER, COLORADO

*Hagerman Peak
and Snowmass Lake...
Colorado Rockies*

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3528—Bakery Cleaning

A new publication, "Aids to Better Bakery Cleaning," is being made available by the Magnus Chemical Co. The company's bakery division has prepared this publication which has sections devoted to cleaning methods for bread pans, sweet goods pans, angel pans, mixing bowls, racks, utensils and deep fat fryers. Secure the publication by checking No. 3528 on the coupon and dropping it in the mail.

No. 3529—Emergency Card

The Market Forge Co. has designed an emergency card for placing on industrial bulletin boards or in businesses or homes near telephones. The copyrighted card is for listing important phone numbers. The card is available without charge from the company's representatives or it may be secured by marking No. 3529 on the coupon, clipping and mailing it.

Send me information on the items marked:

<input type="checkbox"/> No. 3528	<input type="checkbox"/> No. 3534	<input type="checkbox"/> No. 3540
<input type="checkbox"/> No. 3529	<input type="checkbox"/> No. 3535	<input type="checkbox"/> No. 3541
<input type="checkbox"/> No. 3530	<input type="checkbox"/> No. 3536	<input type="checkbox"/> No. 3542
<input type="checkbox"/> No. 3531	<input type="checkbox"/> No. 3537	<input type="checkbox"/> No. 3543
<input type="checkbox"/> No. 3532	<input type="checkbox"/> No. 3538	<input type="checkbox"/> No. 3544
<input type="checkbox"/> No. 3533	<input type="checkbox"/> No. 3539	<input type="checkbox"/> No. 3545

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COMPANY.....

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CLIP OUT — FOLD OVER ON THIS LINE — FASTEN (STAPLE, TAPE, GLUE) — MAIL

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No postage stamp necessary if mailed in the United States

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The American Baker

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Reader Service Dept. Minneapolis 2, Minn.

the functions of stabilizers in chocolate syrups as well as giving detailed information about starting point formulas and methods of preparation. Seaplan is a supplier of special stabilizing agents called SeaKem "Colloids Out of the Sea." It takes 4/100s of 1% of one particular SeaKem stabilizer to keep chocolate milk in suspension, the firm states. Other types are available which can control fluidity through all gradations to immobility in either paste or gel form. The bulletin may be secured by checking No. 3530 on the coupon and mailing it.

No. 3532—Lubricator

A new-type industrial oven chain lubricator that is said to simplify and speed up lubrication of chains, rollers, pins and other movable parts has been introduced by the R. G. White Engineering Co. The lubricator is equipped with a 2 ft. "reach easy" extension applicator that safeguards the operator's hands from burning and permits him to lubricate formerly inaccessible sections of the oven and similar equipment, it



is claimed. The unit consists of the pump, $\frac{1}{4}$ h.p. motor, 2 ft. applicator, 9 ft. hose and slow speed mechanical agitator, the entire assembly fitting directly to the top of a standard 5 gal. can of lubricant. The steel-vaned agitator thoroughly mixes the graphite with the carrier even though the pail has not been used for some time, maintaining the graphite in suspension during the lubricating process. The lubricator is also available with a dolly. Check No. 3532 on the coupon, mail it, and complete information will be mailed to you.

No. 3533—Floor Etch

To provide better adhesion between paint and old or new concrete floors, a new liquid floor etch is announced by the Tropical Paint & Oil Co. The new floor etch is applied after thoroughly cleaning the floor. A stiff broom may be used to spread it over the entire area. In 15 to 30 min. the etching action is complete, it is stated. The area is then flushed with clean water and swept or mopped. A quick test tells if the job is properly done, by observing a small pool of water. If it is readily absorbed in a "blotting" action, etching has created a good surface porosity which will provide a tight, durable paint bond. After drying the floor is ready for painting. Complete information on the new floor etch is available by checking No. 3533 on the coupon, clipping and mailing it.

No. 3534—Butter Mix

J. W. Allen & Co. has introduced a new mix to produce all butter coffee cakes, sweet rolls, etc. The company states that only the highest quality ingredients are used in the mix—the only shortening is pure,

fresh 93 score butter. Sales getting merchandising aids are being offered free to bakers. The company points out that this is not a one time novelty promotion to temporarily stimulate sales, but a quality product with which to build year around, high profit business. Further information on this new product is available by checking No. 3534 on the coupon, clipping and dropping it in the mail.

No. 3535—Truck Bodies

Five new models of delivery truck bodies are being produced by Universal Sales Inc. The producer of Vanette and CarOvan bodies announced that the new models are designed to mount on the 1954 Dodge forward control chassis. The new models will be known as Universal Duravans and will be available in both wide and narrow sizes and on wheelbases ranging from 104 in. to 129 in. Among the features included as standard on these bodies are: double solid 18 in. rear doors, 29 in. full opening side doors, parallel interior sidewalls, thick fibreglass roof insulation, spacious cab with adjustable seat, closed storage compartment over windshield and convenient parcel platform, safety glass in all windows, and complete dust-proofing which includes special rubber tubing on all doors and complete undercoating. For complete information check No. 3535 on the coupon and drop it in the mail.

No. 3537—Vat Bulletin

The "Kold Vat," described in a four page bulletin which is available, is a general purpose vat that can be used to heat, cool and mix food products, pharmaceuticals and other products. By means of a calibrated measuring bar, liquid volume may be determined. Features of the "Kold Vat" include stainless steel product contact surfaces, covers and bridge; low rail height for easy dumping, observation and cleaning; and a special channel-type heat transfer method that can be used with steam, hot water, cold water, "Freon," ammonia, or other agents. Copies of the bulletin describing the "Kold Vat" may be obtained by checking No. 3537 on the coupon and dropping in the mail.

No. 3536—Foil Cake, Roll Pan

A pure aluminum foil cake and roll pan has been designed by the Cochran Foil Products Co., a division of the Cochran Foil Co. Designed as the No. 580, this round cake and roll pan measures $8\frac{1}{2}$ in. top out, has a $1\frac{1}{4}$ in. dept slant and is made of .0035 gauge aluminum foil with a fully-curved edge. Six of the No. 580



cake and roll pans fit in a standard 18x26 bun pan. Danish pastries and other bakery goods fit snugly in the No. 580, giving them that much desired "plump-filled" look, it is claimed. Check No. 3536 on the coupon and drop it in the mail to receive more information.

May, 1954

THE AMERICAN BAKER

43

No. 3539—Steel Ware

Revere Copper & Brass, Inc. has just completed development of an institutional line of copper-clad stainless steel ware. The new line, numbering 60 utensils, includes many ideal for bakeries. Among the utensils in varying sizes, are: braziers, sauce pans, sauce pots, saute pans, flared skillets and stock pots. Also included are mixing bowls and handy-pans. For complete information check No. 3539 on the coupon and drop it in the mail.

**No. 3538—Carton Stitcher**

A new, double-duty carton stitcher has been developed by the Heller Co., and it is claimed to speed and simplify the metal fastening of many kinds of containers. This product is actually two machines in one, combining the company's top and bottom carton stitchers into an engineered operation designed to save space, time and production costs. It is a foot-operated machine. Staples for this machine come in many leg lengths, up to 9/16 in. and are available in many colors. For more information check No. 3538 on the coupon and drop it in the mail.

No. 3541—Spray Gun

A new fluid stream and spray gun, designed for the greasing of pans used by the baking industry, is announced by C. W. Harwin, Inc. This gun is said to eliminate the necessity of large scale installations, requires no air or electrical supply, permits changing from a solid stream to a fine spray during operation and without tools, and is self-cleaning. Choice of atomized spray or solid

stream is made by turning a knurled shaft. The intensity of the spray or solid stream can be varied by the pressure maintained by the trigger action. The degree of atomization of the spray is affected by the viscosity of oil used. By pressing the end of the knurled shaft forward, the orifice of the nozzle is automatically cleared of solids or clogging which may be due to drying out of the liquid on previous use.

The gun weighs slightly more than 1½ lb., and can be used with one hand. It is constructed of aluminum, brass and steel. The overall height is 12½ in. and the diameter of the

**A line of essential
BAKERY PRODUCTS
uniform and reliable**
NATIONAL YEAST CORPORATION
Chanin Building • New York, N.Y.

container 4½ in. The container holds one quart. A free brochure will be sent if you will check No. 3541 on the coupon and drop it in the mail.

No. 3542—Price Tag

White-Stokes Co. is making available a neat and attractive price and identification tag in colors, for use with candies displayed in trays and baskets. These tags, measuring approximately 2 in. by 2¼ in., are available without cost and will be distributed by the company's national sales organization. More information will be sent to you if you will check No. 3542 on the coupon and drop it in the mail.

No. 3540—Education Brochure

A new brochure has been published by the College-Industry Committee on Material Handling Education. Recognizing the need for college-trained men in the field of material handling, the Material Handling Institute and the American Material Handling So-

cieties have jointly sponsored the College-Industry Committee with eight objectives such as to act as a central source and authority on sound, authentic information on material handling education. The College-Industry Committee publishes lists of schools

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."

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**A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX**

DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N.Y.

**For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN**
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

BIGGER PIE PROFITS

WITH
**PIE-PAK
CONTAINERS**

Low cost, sanitary
and dust-proof pie
packaging for hard
and soft pies

PIE-PAK COMPANY, Inc. 1300 HUDSON STREET
HOBOKEN, NEW JERSEY

Quaker Bakers Flour

More Reason than Rhyme!

"Quaker Bakers Flour is specially designed
With up-to-date bakers like *you* in mind.
Yes, this versatile flour's your finest pick
'Cause baking formulas change so quick.
This short-patent flour is the finest of any
And yet it won't cost you one extra penny!"

Call, write or wire

The Quaker Oats Company

Chicago, U.S.A.

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and Los Angeles, California



which offer courses on material handling subjects. It compiles lists of text books, booklets and films on material handling and sponsors seminars where executives of manufacturing and user companies can discuss educational problems with professors in this field. Copies of the booklet may be obtained without charge by checking No. 3540 on the coupon and dropping it in the mail.

No. 3545—Refrigerator

Friedrich Refrigerators, Inc., has announced the production of the

Kleervue DG8R Friedrich Floating-Air refrigerator, with an overall width of 33-7/16 in. This scaled-down refrigerator is designed to answer the needs of bakeries and fits into areas of restricted space and narrow aisles. The case is fitted with sliding doors for both top and bottom compartments. A 3-shelf arrangement provides the display area. The shelves are of porcelain. Full length aluminum platters rest on unichrome finish wire bar shelves. All interior finishes are white baked enamel of special toughness, on Bonderized zinc-grip, paint-grip steel. The exterior is also of acid-resistant porcelain-on-steel,

with stainless steel trim in "Empire" design. Triple thermopane glass is used in the front panel. For more complete information check No. 3545 on the coupon and drop it in the mail.

No. 3543—Frying Chart

A time and temperature chart for deep fat frying, designed for institutional and commercial use, has been prepared for distribution by the Durkee Famous Foods Division, the Glidden Co. In addition to time and temperature specifications, the chart includes detailed instructions on the

preparation of a wide variety of foodstuffs for deep frying, plus suggested coating. To secure the chart check No. 3543 on the coupon, clip and mail it.

No. 3544—News Letter

To inform food producers of the successful ideas in packaging, marketing and merchandising of baked goods, and other food products, a monthly news letter, called the Lassiter Letter, is now being published and distributed by the Lassiter Corp. The letter will contain case histories, up-to-date information on packaging materials, news items and other material of interest to food producers. Any one interested in receiving the publication regularly should check No. 3544 on the coupon, clip and mail it.

Also Available

The following new products and services have been described in detail in recent issues of this publication. Information about them still may be obtained. Jot the appropriate number or numbers on the accompanying coupon and drop it in the mail.

No. 3514 — Package standardization, Inter-Industry Bakery Package Committee.

No. 3515 — Starch booklet, National Starch Products, Inc.

No. 3516 — Bakery cleaning bulletin, Magnus Chemical Co., Inc.

No. 3517 — Cake tray and decorator, Wilton Products, Inc.

No. 3518 — Store profits booklet, Dale System, Inc.

No. 3519 — Bake shop equipment, Wilder Manufacturing Co., Inc.



FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

THIS time of year, when good milling wheats are growing scarcer near the end of the old crop season, some flours occasionally take a quality "vacation." Not so with HUNTER flours, which are backed by wheat storage capacity sufficient for a year's milling needs.

Soft Wheat Flours

For Fine
CAKES
PASTRIES
CRACKERS
COOKIES

J. ALLEN SMITH & CO., Inc.
KNOXVILLE 6, TENN.

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

STAR OF THE WEST

: : : One of the Best : : :
MILLING COMPANY
NIGHTINGALE and STAR Patent Flour
Phone 2131 Frankenmuth, Mich.

QUALITY FLOURS

St. Cloud Milling Co.
Sales Offices:
550 Grain Exch. Bldg., Minneapolis, Minn.
Mills at
St. Cloud, Minnesota

"RUSSELL'S BEST" "AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

GREEK BREAD — The ancient Greeks used covered terra-cotta utensils, called Cribanoi, which were pierced with holes in their circumference, and were the prototypes of the modern "Dutch ovens." After the dough was put in they were surrounded by burning coals, and the heat, penetrating by the holes, gave a more uniform temperature than an ordinary oven. After the reign of Pericles, Athens became renowned for the skill of its bakers and its cooks. They made 20 or more kinds of bread, some of which were very white and of excellent flavor. Plato reports that, a century before this time, a Sicilian baker, named Thearion, had made great improvements in his art. The Capadocians made a very delicate bread, like Vienna rolls, by adding to the wheat flour a little milk, oil and salt.

• • •

When agriculture was mentioned in the first written histories of the ancient Greeks and Romans, the cultivation of cereal grains was already a highly developed art. Historians quite generally regard the regions around the Mediterranean sea or land now sunk below this sea as the center from which the cultivation of small grains spread to other parts of the Old World.

• • •

Greek sailors carry St. Nicholas loaves, to be cast overboard during storms.

• • •

Gingerbread was one of the first barometers, since it softens in damp weather.

• • •

25 Years Ago:

Item: "Millers and bakers, noticing a drop in the consumption of their products, have put on a campaign against the fad of women starving themselves to achieve a boyish figure, and through this have increased the consumption of carbohydrates," said Dr. Morris Fishbein, editor of the Journal of the American Medical Association, in an address in Minneapolis. He declared that American girls are getting away from the starvation diet fad which has swept the country in the last three or four years, and as a result their health is being improved.

"The sudden death of William B. Ward," said The Northwestern Miller, "brought to a tragic end the life of one of the great captains of baking. Mr. Ward, who was of the third generation of his family to head the business founded by his grandfather, Hugh Ward, 80 years ago, was among the first, if not the very first, to vision bread making as a great modern industry."

Said Henry Stude, president of the American Bakers Assn., outlining the association's aims: "In lieu of the policy of the survival of the fittest, we subscribe to the policy of making the unfit fit. We shall seek to make those who join with us fit—fit to stand

the modern competition—and restrain those who are at variance with a set of rules of business conduct; and to educate them in the art and science of baking, and production, and distribution. And, if this availeth naught—if, after this, they by their slothfulness are prejudiced or unable to keep step, they will at least have the advantage of finding it out before the sheriff."

The National Food Bureau, under the executive management of H. T. Corson, opened offices in Chicago.

The property and business of the Topeka (Kansas) Flour Mills Co. was acquired by a new corporation chartered in Kansas as the Topeka Flour Mills Corp., with W. P. Ronan as president and John Vanier as vice president.

50 Years Ago:

A great fire in Baltimore, rivaling the Chicago conflagration of 1871, destroyed the flour mill and grain elevator of the C. A. Gambrill Mfg. Co., together with the contents, consisting of about 80,000 bushels of wheat and 50,000 barrels of flour. Great quantities of flour were lost in the wholesale grocery district. The fire burned over a large area and

razed the principal manufacturing, mercantile, financial and public office buildings, including the Chamber of Commerce.

An anti-flour-bleaching crackpot attributed his wife's paleness to the "newfangled bleached flour."

75 Years Ago:

Item: "Parmentier, an old French authority on milling, says that the art of the miller consists in removing the bran from the wheat without reducing it to powder or altering its colour; in dividing the flour without heating it and without weakening it too much, so that there is not between the parts a disjunction which may spoil its whiteness, its taste, and its nutritive properties. To arrive at this result, whatever may be the mill in use, the kind of grain ground, and the way in which the grinding is done, it is necessary that the stones should be hard and well faced, that they should work properly so that the flour should leave them in as cool a state as possible, and that the bran should be entirely deprived of all farinaceous matter, and that it should keep the colour it possessed before its separation from the amyloseous matter."

FORMULAS

(Continued from page 19)

three strips on each pan and flatten out. Wash with an egg wash and then bake on double pans at about 375° F. When baked and cool, cut into bars 1½ in. wide.

Note: If desired, the strips may be covered with a thin fondant or water icing before cutting them into bars.

BOSTON BROWN BREAD

Mix together:

2 lb. brown sugar
8 oz. shortening
4 oz. salt
4 oz. soda

Add:

1½ qt. molasses

Mix together thoroughly and add:

4 oz. yeast
8 lb. water
1 lb. 8 oz. cake crumbs

Blend together and mix in:

3 lb. whole wheat flour
1 lb. 8 oz. corn meal
1 lb. dark rye flour
3 lb. bread flour
3 lb. seedless raisins

Deposit into well greased Boston brown bread pans. Allow to stand for about 20 min. Bake in a steamer at 375° F. for about two hours. Fill the pans about three fourths full.

CRUMB FILLING

Rub together:

1 lb. ground nut meats
4 lb. brown sugar
4 lb. cake crumbs
Lemon flavor to suit

Then add and mix until smooth:

1 pt. milk (variable)
Use enough milk to make the filling of good spreading consistency.

RAISIN NUT FILLING

Mix together thoroughly:

1 lb. raisins (seedless)
12 oz. chopped walnuts
2 lb. good cake crumbs
8 oz. chopped glazed cherries
½ oz. cinnamon
¼ oz. salt

Add and mix in:

1 lb. milk (variable)
Make to proper spreading consistency for rolls and coffee cakes.

RAISIN APRICOT FILLING

Bring to a good boil:

1 No. 10 can apricots
1 lb. 12 oz. ground raisins
1 lb. 4 oz. granulated sugar

When boiling, add and stir in:
2 oz. corn starch suspended in
4 oz. water

Allow this to cool and then stir in:
6 to 10 oz. fine ground cake
crumbs

This filling is suitable for rolls and coffee cakes.

APPLE MINCE FILLING

6 lb. chopped apples
2 lb. brown sugar
2 lb. cake crumbs
8 oz. ground filberts
4 oz. melted butter
1 lb. washed and drained raisins
Juice of 2 lemons
Salt and cinnamon to suit
Rub all ingredients together until

thoroughly incorporated. If mixture is too stiff, add sufficient milk to soften filling to the consistency desired for spreading.

PINEAPPLE NUT FILLING

Bring to a boil:

1 No. 10 can grated pineapple
2 lb. 4 oz. granulated sugar
½ oz. salt

Add and bring back to a boil:

5 oz. corn starch suspended in
8 oz. water

All this mixture to cool, and then add and stir in:

12 oz. ground walnuts
1 lb. light cake crumbs (fine
ground)

This filling is excellent for rolls and coffee cakes.

POPPY SEED FILLING

1 lb. poppy seed

1 lb. sugar

2 oz. honey

½ pt. milk

1 lb. cake crumbs

2 eggs

Lemon or vanilla to suit

Soak poppy seed in hot water for about 12 hours. Grind or rub soaked seed until thoroughly crushed. Boil sugar, honey and milk and pour this syrup over crushed poppy seed. Rub together eggs, cake crumbs and flavor and add to the crushed poppy seed and syrup mixture. It may be necessary to add more milk to make a smooth filling.

FRANGIPANI FILLING

Cream together:

1 lb. granulated sugar

1 lb. kernel paste

1 lb. butter

1 lb. whole eggs

8 oz. custard cream

8 oz. fine ground cake crumbs

Thin down to proper spreading consistency with:

1 lb. milk (variable)

CHERRY NUT FILLING

Mix together:

1 lb. 4 oz. granulated sugar

8 oz. almond paste

Add gradually:

6 oz. whole eggs

Then mix together and add alternately with the milk:

4 oz. ground pecans

4 oz. ground walnuts

8 oz. ground glazed cherries

12 oz. ground cake crumbs

1 lb. 4 oz. milk (variable)

Bring to desired spreading consistency.

ALMOND FILLING

Mix together:

1 lb. 4 oz. almond paste

12 oz. kernel paste

2 lb. 4 oz. granulated sugar

½ oz. salt

Add:

12 oz. egg whites

Mix in:

3 lb. yellow cake batter

Then add and mix in until smooth:

3 lb. fine ground cake crumbs

COCONUT COFFEE CAKE FILLING

Mix together in a machine bowl:

2 lb. 4 oz. macaroon coconut

6 oz. butter

10 oz. shortening

4 oz. honey

1 lb. fine ground cake crumbs

12 oz. fine chopped pecans or walnuts

½ oz. salt

1 lb. sugar

Add:

12 oz. whole eggs

Mix until smooth.

Note: If the mixture is too stiff, thin it down with a little water.

The Road Ahead

(Continued from page 17)

Flour Institute as well as the booklets entitled "How Much Do You Know About Bread?" published by the American Bakers Assn. and the booklet "Eat and Grow Slim" which is put out by the American Institute of Baking.

If you will see to it that such sound sensible literature is gotten into the hands of your doctors, teachers, food editors, dietitians and home economists, you will be doing much today that will protect your business tomorrow.

Let's not wait until some misinformed person "knocks" bread. It is up to each and every one of us to use every means at our command to get over the truth about bread to the public TODAY — especially through those forces that are influential in moulding public opinion—the public opinion that has such an important bearing on the sale of bakery products today and that will have even a more important bearing tomorrow!

Well, so much for tomorrow's potential market for bakery products. It will be there for you provided you diligently and continuously protect your rightful franchise as an industry in the food field.

Although sales volume is one barometer of any business, the real measure of its success is what's left over in the "till" after paying the cost of doing business.

Operating Efficiency A Necessity

Tomorrow this relationship between sales and expenses will be even more important than it is today. Obviously, it will depend on what we call "effective operating efficiency."

It involves the discovery and removal of preventable losses and wastes so that the largest returns may be secured from the least expenditure consistent with the continued maintenance of top quality of product and service at all times.

It involves the ever-present problem of achieving more economical and efficient production with our present production methods and equipment. It involves preventive maintenance of such equipment and a continuing study to determine when a machine has passed the point where its maintenance and operation becomes more costly than replacement.

One of tomorrow's greatest challenges is alertness, the keeping of an open mind regarding the development of newer and more efficient production methods, and a willingness to adopt such methods only if and when they are proven to be commercially advantageous.

Efficiency not only refers to production but to every other phase of your operations. For example, the problem of achieving efficient and economical distribution is especially challenging in these days of high equipment and labor costs. Accordingly, one of the most urgent of today's jobs is the establishment of some type of continuing route and market analysis, that will indicate where to expand or contract distribution — keeping in mind the importance of product freshness at the point of sale and at the same time the necessity for reducing stale returns to a practical minimum.

Intelligent application of a continuing market analysis will help point the way to the solution of this tough three-way problem, a problem that is with us today, and one that will present an even greater challenge to our ingenuity and ability in the oper-

ation of the baking industry of tomorrow.

It is vital that we consider seriously the fairly obvious factors that will have a definite influence on the future progress of the Baking Industry, and also realize that we can expect to encounter other problems that we may not now anticipate and which presently are not so clearly seen.

People—The Cornerstone

However, there is one mighty important factor that I want to stress at this point, a factor that might well be termed the cornerstone on which the success of the baking industry will depend.

Specifically, I refer to people.

In considering tomorrow's market for bakery products, obviously one essential category of people comprises the buying public—the potential customers for bakery products. Without customers naturally you have no business.

Your Organization

The other classification of people which is also vital, comprises your own organization, often spoken of as personnel, you and the rest of the men and women who operate your individual businesses.

Manpower, measured in terms of skill, ingenuity, "know-how" and enthusiasm is the main cog in the successful operation of any business.

Manpower Development

Therefore, it is paramount that all of us make sure that our "manpower" is set up so as to function at top efficiency. This problem is more complex and difficult than the selection of standardized equipment, ingredients or the other items that enter into the so-called "cost of your goods."

Manpower, measured by your payroll is a major item of expense. Personnel turnover is a very costly proposition and well warrants the primary consideration of all of us.

Manpower—Three Classifications

For the sake of brevity and clarity,

**The Brown
Milling Company }**

Millers of
Natural Wheat Germ
White Flour . . .

let us consider our manpower in three groups:

First, the management end of the business not only the so-called executives but also department managers, supervisors, superintendents and foremen, the people whose responsibility it is to direct the efforts of others.

Present Employees

Second, the regular staff of present employees, and

New Employees

Third, new employees, men who are hired to augment the present staff as the business grows or to replace older men who step aside as time goes on.

The Managerial Group

It is logical that we consider the

management group first because this group is primarily responsible for the progress of the business. Ability to plan systematically, to organize efficiently, and to execute effectively is a primary requisite of successful management.

Good management means getting things done in the most efficient manner through the willing efforts of others. Accordingly, frequent "self-analysis" on the part of management is fundamental, and should cover such basic qualifications as self-confidence, cool, sane reasoning at all times, and the control of one's emotions. Also mighty important is the making of firm decisions, and at the same time being open-minded and flexible.

Tact, tolerance, a spirit of helpfulness and sympathy for the other fellow and ability to instill enthusiasm throughout the entire organization all contribute to successful management.

A good manager is one who, each and every day, exemplifies the golden rule and who is more concerned with the adherence to sound ethical practices in his own business than what he may think the other fellow is doing; or is going to do.

The Present Staff

Now I believe our next step is to consider our present personnel as it now is and what can be done to make it more productive. Ability and Atti-

tude are the two basic qualifications to be given primary consideration.

First—Ability

Does each man in question possess sufficient present or apparent potential ability to handle his assigned responsibilities effectively and productively? Is he a square peg in a square hole or a round peg in a round hole? If not, we are stymied at the start and the situation must be corrected before we can build constructively.

Too often it happens in industry that a loyal conscientious employee handling a certain job very creditably is promoted to a better position solely on the basis of his past performance with insufficient regard for his ability to handle his new responsibilities.

You know the result as well as I do. It's bad from every angle. The productivity of the entire organization suffers and the man himself is often innocently injured and becomes a so-called victim of circumstances, all of which could easily have been prevented by adequate foresight on the part of management.

Second—Attitude

A man may be inherently capable of turning in very creditable performances. However, if he does not possess a cooperative attitude, if he doesn't get along well with other people, if he is not receptive to new ideas and suggestions, if he lacks enthusiasm or is eternally dissatisfied with his salary or rate of progress, well that's no good either. If such a situation exists, it is an expensive one and must be corrected.

Quite often this is a fault of management for not instilling enthusiasm in the man, or for failing to provide any stimulating incentive. In such instances, the fault can be and should be corrected to a very large degree.

New Employees

The careful intelligent selection of new employees is perhaps the most important step in developing a strong organization. In addition to the exercising of good personal judgment in the selection of new people, certain tools such as specially designed personal history records, techniques for getting reference background and a few simple tests to measure qualifications, not readily apparent in an interview, should be intelligently put to use.

Induction and Orientation

The second step in regard to new employees is induction and orientation. A man's first impressions are lasting. It is important to make every new employee feel that he is a part of a team and that his new job will be a happy one. A friendly cooperative atmosphere should prevail at all times. Make certain that the new employee appreciates the reliance that his fellow workers place in him, and, in turn, the reliance that he must place in his fellow workers.

Basic Training

The third step is basic training for the new employee. The objective is to pass on to the new employee the basic essentials of his or her job in such a simple and convincing manner that sufficient knowledge is provided for satisfactory performance on the job. . . . satisfactory to the employer as well as to the employee. See to it that the job is made as interesting as possible, for this largely determines the efficiency of performance of the job.

In addition to teaching a new man

• • • *WISHES to thank its steadily increasing list of quality bakers for their cooperation in presenting better bread to the public.*

P. S. No tears are being shed over the steady growth in bread sales using wheat germ flour.

Edgar Carlock
2310 N. Oakley Blvd.
Chicago 47, Ill.
Ph. CEntral 6-1555

Louis R. Dolley
230 Park Ave.
New York, N. Y.
Ph. Murray Hill 6-5490

H. C. Elliott
614 West Washington
Morris, Ill.
Ph. Morris 57

BROWN MILLING COMPANY
150 E. Superior St.
Chicago 11, Illinois

his routine performance, it is just as important that he be made to understand and appreciate just how his function fits into the entire organization picture. Get him to know and appreciate the "why" of his job, and not simply how to do it. I cannot overemphasize the importance of a well-integrated and well-organized training program in the successful operation of our businesses today and tomorrow. It is basic, it is fundamental, and must not be overlooked or minimized. Incidentally, certain phases of such training programs are applicable to present as well as new employees.

One of the most effective ways to encourage or generate the individual's creative power and initiative is to provide an atmosphere in which it can flourish.

This means that management must recognize that: (1) No one has a monopoly on constructive ideas and suggestions for the betterment of the business. (2) New ideas must flow from the bottom up. (3) It is a prime responsibility of management to encourage the worker to suggest ways and means by which his job can be made more productive and efficient as well as to welcome any other ideas he may have that are directed toward the betterment of the business.

To really get the greatest productivity out of people requires much more than simply the diligent application of certain important rules. The whole thing goes deeper than just that. We must forever keep in mind that people are not machines and that no two people are exactly alike. As normal human beings we are all creatures of emotion which together with our actual ability govern our degree of productivity.

Happy People Are Productive People

Time and again it has been proven that happy enthusiastic people are the most productive so it behoves us to do all we can within reason to make our organization happy with their jobs and to instill enthusiasm all along the line.

By necessity we all work for wages. But let us never forget that the willing and productive worker does not live by wages alone, nor does his productivity on the job depend entirely on the number of dollars in his pay envelope.

No, there are many factors that motivate the latent energy of a man and stimulate him to produce at his highest capacity. I refer specifically to "off the job" and "on the job" benefits such as paid vacations, old age pension plans, group insurance, recreational programs, recognition of birthdays, marriages as well as births and deaths in the immediate family of the worker. Such employee benefits are also employer benefits when reflected in increased loyalty and reduction of costly personnel turnover.

A Challenge to Management

Intelligent management recognizes that the principal syllable in the word "management" is "man." A good manager is a leader, not a director. A good manager is one who has the ability to satisfy the workers' desires, to remove his fears and apprehensions and to generate his latent energy and initiative.

The efficient development of manpower is one of the most important phases of tomorrow's challenge that demands our attention and action today.

A former president of our company summed it all up when he said: "It's men, not things, that really make a business."

Light Under the Bushel Shines Bright

Last November in this column we reported on the outstanding work being done by the Bakers of America Program in its public relations activities and commented that many of the nation's bakers were unaware that they are reaping great benefits from this program. "There is a bright light burning in the baking industry," we said, "but it is burning under the proverbial bushel."

Figures have recently been released which show that this light burning under the bushel is becoming brighter by the month and these figures should do much to bring home to the bakers the vast story of public relations that is being carried on in their behalf.

A report from the consumer service department of the American Institute of Baking, which is operating as a part of the Bakers of America Program's public relations activity, indicates that newspaper circulation carrying stories on bakery products tripled in 1953, as compared with 1952. Total circulation of stories on bakery foods reached 89,834,766 in 1953, as compared with 29,474,468 in the previous year.

Forty-nine picture releases were sent to 214 of the country's leading newspapers with a total circulation of more than 31½ million.

In addition specially prepared radio releases and television food and home programs carried the message of the nutritional value of bakery foods to the nation's consumers.

These large figures are soon lost when read by bakery owners and managers but it would be well for them to remember that every time they see a favorable story on bakery products in print, or hear it over the radio or notice it on their television screens, behind the scenes of this publicity is the guiding hand of the Bakers of America Program and its entire public relations corps. The bakers would do well to take their hats off to this outstanding job.

Wheat Prices No Longer Guide Bread Prices

Bakers who have been confronted by complaining consumers when news stories indicated that the price of wheat has dropped in the nation's commodity markets but the price of bread remained the same or even

increased can take heart in a new report of the U.S. Department of Agriculture.

The report, recently released, covers the marketing margins and costs for white bread for the 1952-1953 period. Some of the non-ingredient costs of flour milling and baking rose as steadily as the average retail price where others fluctuated considerably, the report indicates. Net income of flour mills has been declining from the peak of 1947. After reaching the peak of 1948, baking company net income has fallen in most of the succeeding years. The share going to the retailer has remained stable, judging from the limited available evidence, the report says.

The report continues: "While bakery wage rates have been rising, net income of baking companies has shown no tendency to follow a similar pattern. Despite a rise in dollar sales, the earnings before taxes have remained approximately the same for several years past."

The report indicates that the retail spread on white bread has tended to narrow, suggesting that the industry is not passing on recent cost increases. In the 1946-1949 period, the report recalls, the retail gross margin did not widen significantly as the retail price climbed and in general this has been true since then.

The report clearly indicates that rising bakery wage rates and other non-ingredient costs are responsible for the necessity for price increases on bread. There is certainly no indication that bakery profits have increased or that the retailer margins have increased significantly because of the bread price increases.

The sooner this story is understood by the consumer the better it will be for the public relations climate in the baking industry.

Sales Forecast Good for 1954

The National Association of Retail Grocers has predicted that five billion more pounds of food will be needed in 1954 to satisfy the appetite of our growing population. Since 1941 America's food bill has gone up from \$20 billion to \$60 billion and shows no sign of slackening off, according to NARGUS. Food sales, NARGUS predicts, should be as good or better than last year.

Premium Priced Breads

The eyes of the advertising and marketing world are on three big baking concerns who have announced plans in the premium priced bread market on a wide-spread distribution basis.

A few years ago Arnold Bakers, Inc., Port Chester, N.Y., and Pepperidge Farm, Inc., Norwalk, Conn.,

decided to break out of the confines of the metropolitan New York area and sell their products elsewhere. A few weeks ago S. B. Thomas, Inc., Long Island City, N.Y., entered the race for wider distribution with a new premium-priced white bread.

Pepperidge now has a plant in Downingtown, Pa., and one in Chicago and is considering building one in Los Angeles, according to reports. Arnold, on the other hand, is dedicated to the one-plant operation and is convinced that freezing is the answer to tomorrow's distribution problems. S. B. Thomas also is experimenting with the frozen bread idea, although it hasn't reached the marketing stage as yet.

Observers in the advertising and marketing field are expecting all three baking companies to try for wider and more intensive distribution. All are expected to continue to experiment in marketing frozen products and all three are expected to place more advertising in more different media with national ads an eventual outcome of better distribution and higher sales.

BREAD IS THE STAFF OF LIFE

FLORIDA DEMONSTRATION

MIAMI BEACH, FLA. — Fred Grimmel, Jacques Pastry Shop of Miami Beach, put on an all-day demonstration of Durkee Famous Foods products for the Greater Miami Bakers Assn. The demonstration was staged at the Pan American Bakers Supply Corp., Inc., building.



DIET—In its new diet for the 19 million women in America who hold jobs, Look magazine has kept the girl-at-a-lunch-counter in mind. Toast, cereals and sandwiches share the low-calorie spotlight with black coffee, soup and skim milk. "You can have a sandwich and lose weight too," Look says in its "Compact Diet" in a recent issue of Look. Other portions of the diet recommend "a slice of bread and butter for staying power."

Atlas Charts Growing Food Chemical Use; Builds New Plants

WILMINGTON, DEL.—The start of construction by Atlas Powder Co., of two new plants, which will greatly increase its capacity to produce the Atmuls mono- and diglycerides and other emulsifiers which it supplies to the baking and other food industries, has been announced by Kenneth E. Mulford, general manager of the company's chemicals department. At the same time, Mr. Mulford announced the re-alignment of the department's sales and research groups to form a special food industry division. Atlas will continue to sell its Atmuls food emulsifiers to the baking trade through R. T. Vanderbilt Co. Inc. of New York. Most of its products will be sold direct to other food users through Atlas's own technical representatives.

Larger of the two plants will be at Memphis, Tenn. It will cost more than \$1,000,000 and is scheduled for completion by late 1954. It will be situated on property purchased from and adjacent to the HumKo Co., a subsidiary of National Dairy Products Corp. Atlas is at present the distributor for the fatty acids sold under the trade name Hydrene produced by the Trendex division of the HumKo Co.

The second plant, at Brantford, Ont., is being erected by Atlas Powder Co., Canada, Ltd. Its first unit, to cost about \$350,000, will be in operation within six months. Preliminary planning has been started, looking to the addition of a second unit for the production of ethylene oxide derivatives at this location.

Baking Ingredients

Both these plants will produce mono- and diglycerides as emulsifiers for the baking industry as well as the ice cream, candy and other food industries. Baking industry products in which these emulsifiers are commonly employed include: Bread and bread-type rolls, sweet yeast goods, doughnuts, and all types of cakes.

"Emulsifiers, as used by the food industry, consist of fats and oils or fatty acids reacted with a polyol such as glycerin or sorbitol," Atlas spokesmen point out. "They are widely used to improve the eating quality, appetizing nature and attractiveness of many foods. They accomplish this by helping to distribute homogeneously the oil-soluble ingredients

throughout the food products in very fine particles. This is due, of course, to the affinity of the emulsifiers for both fat and water which enables these materials to mix more readily.

To the baker, the use of mono- and diglycerides in his cake shortening permits him to use a higher ratio of sugar and milk to flour in his formula. His cakes then are sweeter, lighter—with greater volume—finer grained and of better keeping quality, all of which improvements appeal to his customers.

"In bread, these glycerides help him produce pliable doughs which machine well and produce finished products which will retain the softness and palatability until they reach the consumer's table," it is claimed.

Establishment of a new food industry division specifically to serve the food processing industries reflects Atlas's recognition (1) of the growing importance of chemistry in improving the nation's food and (2) of the need for a separate division within the chemicals department to meet the specialized requirements of food processors, Atlas says.

The food industry division will be placed under the general supervision of William W. Hays, assistant to the general manager of the chemicals department.

The construction of these two plants and the establishment of a new food industry division serves to indicate that Atlas will broaden its research for and sales activities to the feed industries, mark its emergence as a multi-plant producer of mono- and diglycerides and other food emulsifiers, enable food industry users of emulsifiers in the South and in Canada to take advantage of freight savings, enable Atlas to develop new products for the food industries, using as raw materials the continuing surplus supplies of fats and oils as it now does with sugars in the production of sorbitol, and extend the company's already large use of farm products for the production of chemicals for the food industry.

When the present standard of identity for bread was issued under the Federal Food and Drug law, Atlas's polyoxyethylene stearate emulsifier (Myrij 45) was not included as an optional ingredient. Atlas therefore discontinued the sale of that emulsifier for major food uses, although it still is carrying on scientific studies looking toward the future establishment of the suitability of the emulsifier for major food uses. Atlas continues to supply certain of its partial ester emulsifiers to the food industry, including those from the Span brand and Tween brand series, consisting of fatty acid derivatives of sorbitol and their polyoxyethylene derivatives, respectively.

Production Expanded

Since mono- and diglycerides were officially approved as bread ingredients, Atlas began the manufacture of these types of emulsifiers in its Atmuls Point, Del., plant. Later, it was decided to expand production facilities through the erection of the new plants at Memphis and Brantford.

Construction of these new plants will enable Atlas to produce food emulsifiers at three widely separate locations, affording increased dependency and flexibility in source of supply, Mr. Mulford says.

Relaxation Hour

CHICAGO—The first "Relaxation Hour" of the Bakers Club of Chicago was held in the club's quarters at the Sherman Hotel here the evening of April 20, and was termed a resounding success. It was so well received that the entertainment committee promised that another such period would be planned for each month which did not include a club affair.

Around 70 members and guests attended the gathering, to spend a social period, be served cocktails, snacks, play cards, enjoy the fellowship and games. Charles J. Regan, Interstate Bakeries, Inc., Chicago, made the hit of the evening with his three-dimensional picture slides taken in Mexico. He showed the colored slides twice—the second time by popular request.

After the movie the relaxation period was resumed. Joseph R. Janos, Durkee Famous Foods, Chicago, and P. E. Minton, American Molasses Co., Chicago, were winners at Dough-O, the Bakers Club version of Bingo. Out of town members attending included J. Bob Roberts, Pfotoflo Division, Traders Oil Mill Co., Ft. Worth, Texas, and Charles W. Jacob, Delmar Products Co., Cincinnati, Ohio. The 1954 entertainment committee

of the Bakers Club, headed by Joseph J. Donzelli, Mary Ann Baking Co., and Joseph T. Shufitowski, Jos. T. Shufitowski Co., is planning a number of activities for the season, and already has scheduled an ambitious program. The first golf outing for the season is scheduled for the Elmhurst Country Club June 15, with the second one Aug. 17 at same club. An orphans' outing is set for Sept. 18, on which more information will be given later. Provisions for the outing will be furnished by club members, with sandwiches being made by members. Oct. 16 a grand ball is scheduled. June 13, a baseball outing is scheduled, with a special train carrying members and guests to Milwaukee to witness a Cub-Braves set-to.

BREAD IS THE STAFF OF LIFE

New Midwest Date

KANSAS CITY—Because of some conflict with several state bakers conventions, the date and location of the spring dinner-dance of the Midwest Bakers Allied Club have been changed. The party now will be held a week earlier than originally announced and will take place at the El Casbah of the Hotel Bellerive. The date will be May 14.

let's have a... PICNIC

OUR PRODUCT ILLUSTRATION

IN THE BACKYARD

OR IN THE PARK

ENJOY YOUR FUN

IN FRESH AIR AND SUNSHINE

Step out of the kitchen and relax with frequent family picnics.

And picnics are an easy way to entertain. In ancient days picnics were fashionable social gatherings to which each guest brought a variety of foods. Today picnic parties are successful because they're easy to prepare and fun for all.

For summer success make sure to take along plenty of Your Brand Bread and Hamburger Buns. Baked fresh every day for your eating enjoyment, freshness is sealed in. Taste the difference.

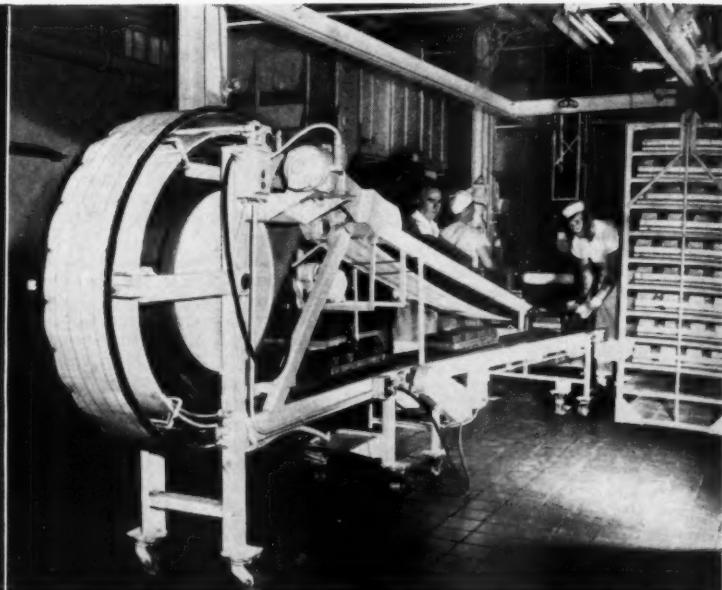
YOUR BRAND NAME

PICNIC MONTH—Pictured above is the layout for a special newspaper advertisement made up by the Bakers of America Program for the convenience of bakers wishing to tie-in with the "JULY IS PICNIC MONTH" campaign. E. E. Kelley, Jr., ABA president, explained that a baker's own product will replace the "dummy" loaf in the layout illustration and that his copy will be inserted into the space occupied by sample body type. Thus, he pointed out, to avoid mechanical error mats now being sent to program subscribers will not contain these elements. He urged bakers to capitalize on the picnic promotion by using the ad which he said is "designed to place your product right in the foreground of all the national and local picnic activity."

Bakery Merchandising



INTERSTATE LOAF—The most intensive promotion campaign ever geared to the introduction of a loaf of bread in the Kansas City area is under way by Interstate Bakeries Corp., in behalf of its Upside-Down Bread. The firm says no fancy name was sought for the new premium loaf. It's simply called what it is—Upside-Down Bread. For the new process, Interstate Bakeries has developed a richer formula using unbleached white flour, honey and creamery butter. Tests indicate the loaf has unusually fine keeping qualities.



At the left above, the new loaf is all set to meet its public. It's held by Robert G. Dibble, production manager of the bread department of Interstate Bakeries Corp. Modeling an Upside-Down Bread baker's apron and cap is Ernest B. Hueter, advertising manager, while Ralph Leroy Nafziger, president, holds an Upside-Down baker standard and Harry E. Meyn, sales manager, wears an Upside-Down Bread tie. At the right above, the illustration of the Butternut Kansas City plant shows the specially developed machine that turns the loaves over just before they go into the proof box.

Doctors urge . . .

You should eat 25% to 33% of your day's food needs at breakfast—even if reducing

Surveys indicate 2 out of 3 people suffer from Breakfast Malnutrition . . . caused by eating no breakfast or the wrong kind.

PROTECT yourself and your family with the balanced breakfast shown here. Built around Toast, it contributes the protein, vitamins, minerals and calories you and your family need to keep up that sparkling-bright morning energy.

Lading, Nutrition and Health Authorities endorse your baker's delicious enriched bread as a protective food . . . it's one of the best, most economical single sources of food essentials you can buy. Serve it regularly.

Published by the makers of Fleischmann's Yeast in recognition of the outstanding contribution your baker makes to good nutrition.

BREAKFAST MALNUTRITION—Pictured above is the Fleischmann "Breakfast Malnutrition" advertisement that appeared in the May 8 issue of the Saturday Evening Post and that bakers are tying up with via their own publicity and advertising.

Toast-for-Breakfast Tie-Up Helps Available to Bakers

Surveys indicate that two consumers out of three in the U.S. may be running the risk of "breakfast malnutrition" by failing to start the morning with a substantial breakfast.

This information is being told the readers of the Saturday Evening Post this May in an advertisement sponsored by the Fleischmann Division of Standard Brand, Inc.

The new Fleischmann message is one of the most provocative addressed to consumers in the interests of the baking industry in many years. It appears on page 16 of the May 8 issue of the Saturday Evening Post and features a four-color illustration of a nutritionally balanced breakfast built around toast.

Free newspaper mats in 950, 600 and 345 line sizes are also being made available on request to individual bakers and bakers' groups. By offering the use of this advertisement for newspaper publication and other sales promotion, Fleischmann is giving the industry an opportunity of multiplying even more the impact of the original Post advertisement. Also available are complete newspaper publicity releases, photos and fact sheets for use by bakers in developing favorable newspaper publicity on this theme.

Basis of the Fleischmann advertisement is the view of doctors and nutrition authorities that everyone should have from 25% to 33% of his daily food at breakfast, even if the person is reducing. In many respects breakfast is the most important meal of the day yet in practice it has been

found that it is also the most neglected meal.

The no-breakfast habit, Fleischmann feels, begins with an excuse—lack of time—or the misconceived notion that one can lose weight by skipping breakfast.

Bakers wishing to obtain the tie-up materials for this program should telephone their nearest Fleischmann office.

—BREAD IS THE STAFF OF LIFE—

Florida State Issues Brochure

TALLAHASSEE, FLA.—A brochure which seeks to stimulate interest and explain recommended college programs for careers in the baking industry has been published by Florida State University, Tallahassee.

The Florida State course in baking science and management is outlined. Two programs are recommended for four-year courses leading to majors in baking. One leads to a degree in bakery production management and the other to bakery sales management. A brief history of the university baking school, headed by Dr. L. A. Rumsey, is contained in the brochure. A copy is available by writing to: Baking Science and Management, Florida State University, Tallahassee, Fla.

The American Baker of April, in an article on page 37, incorrectly credited Louisiana State University with the preparation of this brochure.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Financing Expansion

If you are thinking of expanding your store or building a new one and if you will need a loan to carry out the project, it is a good idea to make some preparations for financing well before you proceed with your building plans. There are many cases where competent retailers are justified in going into debt to expand their operations. So it is advisable that they have bank credit well established. Retailing experts suggest that retailers, if they haven't already done so, start establishing bank credit long before they plan a new store. The retailer, thinking about a bigger store, should acquaint his banker with the good job he is doing in his small store now.

If you aren't already doing it, you might consider having an automatic, coin-operated soft drink dispensing machine in your store. Such a machine can bring you some extra income without too much extra work, and it is a thing which many customers will appreciate your having, especially in warm weather. You can put the cold drink dispenser near the front of the store, where it will be handy for customers. While enjoying a soft drink, your customers can visit with each other, and frequently you will have an opportunity to exchange information and put in some selling messages. And the mere fact that you have cold soft drinks available may induce some customers and prospects to stop at your store when they otherwise might not.

A lot of retailers are interested in building or revising mailing lists of customers and prospects. One way to help do this inexpensively is to combine the job with a special promotion to increase store traffic. Next time you put on a special sale, you might include a give-away deal as part of your promotion. In your advertising, invite shoppers to come in and visit your store and have a look around. While they are there, ask them to write their names and addresses on slips of paper and drop them into a box. At the end of the sale, you can hold a drawing and present the winner or winners with a radio or similar articles or items from your store. Of course, persons entering their names wouldn't be required to buy in order to sign up. When the drive is all over, you can have a pretty fair list of names to add to your mailing list or to serve as a basis for a new list.

Human nature, it is claimed, always remains the same. Through the years retailers of all types have discovered some basic ideas in stepping up their sales which seem to bear out the contention that people never change. Here are some basic principles which will step up your sales if you are not already observing them. Moving displays or contraptions in connection with merchandise attract more people than mute displays. Doing things just a little bit out of the ordinary sells more merchandise.

If you are considering changes in your floor plan keep in mind that you want to expose your shoppers to as much of your merchandise as possible. One method you might want to use to induce those in your store to look around more is by placing the cash register somewhere in the back of your display room. With this arrangement the customer will pass a number of displays and counters on his way to the cash register. On his way out he will be tempted to follow a different path to the door, again looking over your displayed merchandise. Many retail bakery outlets have their cash register a few feet from the door, making it possible for customers to walk out without as much as one glimpse of the merchandise in back of the cash register.

Managers of retail stores agree that these faults in employees are among the most annoying to the customer: (1) Repeatedly failing to remember the customer's name; (2) not knowing whether the item is in the case; (3) not keeping enough change in the cash register, thereby keeping the customer waiting until enough change is rounded up, and (4) back-and-forth wrangling about store procedure with another employee. These faults are quite easily remedied if called to the attention of employees.

Business Booster

Mailing List

Human Nature

Floor Plan

Employee Faults

Methods That Sell to Women . . .

Don't Let Shoppers' Food Dollar Parade Down the Street

● By Dorothy Glenn



WE'VE read and heard a lot of crying lately. "How can a baker make any money with prices as they are?" "People just aren't buying baked goods like they used to." "These silly reducing diets are cutting into my business."

So, we made a little survey. We asked shoppers several pertinent questions. One of the things we wanted to know was why (if it's really true) they seemed to be buying fewer items from the bake shop. The answers varied in content, but the consensus was that there were so many desserts to select from, so many new and tempting desserts that they didn't feel the need for bake shop goods as frequently.

Then came the subject of reducing diets. When faced with the facts, both men and women realized that the reducing diet does include bread and occasional desserts. Your competition has stolen the march on you by getting rye wafers, ice cream and simple puddings on the reducing diet.

Not once in this survey did "price" appear to be an objection, except in terms of poor quality goods. Mr. and Mrs. Shopper are willing to pay a good price for high quality goods, but they'd rather do without than pay a high price for inferior goods.

Bakers Don't Make An Appeal

Underlying many of the comments heard was the tone that "bakers are making no effort to appeal to us, while competitive products are tempting and persuading us to buy."

It's indeed a sad state of affairs when the retail bake shop owner sits quietly beside his ovens and wonders what to do when shoppers buy elsewhere. He watches with wonder and amazement as he sees all of his many competitors fighting aggressively for the food dollar.

To move your goods, you must move people. You've allowed Mrs. Homemaker to switch her shopping habits away from you. Let's get her back into your shop.

So, you say you have absolutely no money for advertising. What is that window of yours but an advertising medium? Use it, but use it wisely. Put effort on it. You can't increase volume and profits by sitting beside the ovens. Your window is like a picture . . . make it a beautiful picture for every passer-by to stop and see. When you can make them stop, you stand a very good chance of getting them inside. And, don't disappoint them inside. Your display cases and shelves must have their share of your attention.

Shoppers are interested in only one thing . . . "shoppers." They're thinking about what to buy, but a very large part of that thinking is controlled by "feelings," or emotions. Arouse the curiosity and the emotions of those shoppers and you'll find yourself with impulse buyers.

How do we arouse curiosity and emotions? How do we tempt shoppers? Let's take a walk down the aisles of the most successful food store in your area. Yes, everything is identified. Everything is priced. Mrs. Homemaker can pick up a package, a jar, a can, and when she picks it up, nine chances out of ten, she buys.

You say that you can't do that. It's true that, in part, you are a service organization with goods that cannot be handled. But, is there any reason why you can't make attractive displays, properly identified so that Mr. and Mrs. Shopper want to pick up the goods? As soon as you've created the desire to pick up the goods, you've made one good step in the right direction.

There's one very small bake shop in my neighborhood that I wish every baker could see. The building layout allows a very small window display space. They use that space as their most important advertising medium. Here's a typical example of what they do each day, and each day is different. The centerpiece is a tray of poppyseed cookies. The tray is shiny new, and layered with spotless white paper doilies. The cookies are layered on meticulously so that they make the most beautiful picture. On one side of the cookie tray are his most attractive filled coffee cakes. These are on pedestal cake plates of various heights so that there's never a feeling of crowding, but there's quite an assortment on display. On the other side, also on pedestal cake plates, are white cakes.

Because each item is displayed beautifully, everything is spotlessly clean, and the whole is coordinated into one lovely and tempting picture, shoppers can't resist stopping to look, and invariably go in to buy. There's always the underlying feeling in this window of "I'm proud of my goods, and you can be proud to serve them."

Needless to say, there's always a waiting line inside the shop. Prices are not low in this shop, nor are they out of line for the quality of goods. But, his volume is good. After watching that window and his resulting business for several days, we're sure that a sizable percentage of his business is "impulse" as a result of the curiosity and temptation aroused by the display.

Shoppers prefer to deal with the aggressive and confident merchant. Mr. and Mrs. America are mighty skeptical of doing business with a man so lacking in confidence that his constant cry is . . . "isn't business terrible?" You have a powerful advertising medium in your window display and in your case displays. By using this space to the very best advantage, you can attract attention and create a desire for your goods.

"Sales for Profit" Theme Features Record-Breaking Bakers Forum

LOS ANGELES—All records were broken at the 6th annual Bakers Forum, held April 6-7 at the Ambassador Hotel, here. The theme of the forum was "Sales for Profit."

Sponsored by the Allied Trades of the Baking Industry of Southern California, the forum drew a registration of 670, Gold Cup entries of 975, and a Gold Cup awards banquet attendance of 601.

A highlight of the forum was the afternoon devoted to the three-hour dramatic presentation, "A Pay-off Day in the Bakery." The unusual presentation was written by Carl Rood and Lorry Sporer, both of General Mills, Inc. Others who took part in the play to show good and poor retail sales practices were Norman Wilton, Wilton School of Cake Decorating; Betty Smayda, Smayda's Home Bakeries, Cleveland, Ohio; and Jay Thornton, Thornton's Bakery, Pasadena.

Miss Smayda, a display authority from a Cleveland chain of retail bakeries, brilliantly demonstrated how a little ingenuity with ordinary and inexpensive materials could create displays that would bring extra impulse sales. Roy Barrington of Pasadena showed some of his floral wizardry that is being shown at Thornton's Bakery.

Baked Goods As Gifts

The opportunity of packaging bakery goods as gifts was emphatically pointed out in the role in the skit taken by Helen Cole, package design consultant. She pointed out that bakers have practically lost this lucrative business through neglect.

Individual craftsmanship in cake decoration is a sales field that is always wide open to every baker, pointed out Mr. Wilton. Mass production can never replace the master decorator; and customers will always pay for eye-catching decorations.

Personnel problems were discussed by Ray Thelen, Pillsbury Mills, Inc., who brought the bakers face to face with the facts that there are more

jobs in the bakery industry than there are men to fill them. The inability of the bakery industry to attract the manpower it needs requires the fullest possible use of all employees.

Mr. Thelen urged that employees be hired with the fullest knowledge of what can be expected of them and that he be competently and thoroughly schooled in what he can do for the company and what the company expects of him. It is essentially a matter of picking a good employee and seeing to it that he is a good employee.

The one person out of every six who has been compelled to go on a diet is very articulate and active in spreading false impressions and untrue facts about America's eating habits, declared John Gates, California Hawaiian Sugar Corp. The loose and irresponsible talk about sugar is affecting the bakery industry. Dieting is cutting down and not cutting out, declared Mr. Gates. Few people realize that a teaspoon of sugar contains only 18 calories, he concluded.

Buying Influences Profits

Proper buying is vital to profits, since up to 50% of the cost of every bakery item is raw materials, pointed out Herb Simon, purchasing agent, Van de Kamp's Holland Dutch Bakeries, Inc. Selection of ingredients still plays the leading part in the flavor and quality of all bakery products, declared Dick Mourer, Swift & Co., San Francisco. More variety involves more labor but it is a sure-fire sales stimulant, was the subject discussed by Joe Lind, Standard Brands, Inc. The value of training sales personnel was stressed by Reo Ellsworth, Bowie Pies, who reported that poorly trained salespeople will capitalize on only one out of every 10 sales opportunities and that the well-trained will make a sale in one out of every three opportunities.

Home economic authorities who made the final judgments in the Gold Cup awards were Miss Mary

Baum, Southern California Gas Co.; Mrs. Gertrude Austin, Sunkist Growers; Miss Ruth Klumb, Armour & Co.; Mrs. Helen Goodrich, Western Growers Assn.; Mrs. Norma Sutter, electric appliance consultant; Miss Irene Couts, J. N. Ceazan Co.; Miss Mary Jane Isenburg, International Harvester Co.; Mrs. Margaret Sturr, home economist, and Mrs. Lois Cline, Frigidaire Sales Corp.

Gold Cup Winners

Miss Ginny Jackson, radio and television star who had just returned from a long overseas tour entertaining U.S. troops, presided over the Gold Cup award banquet. Her magnetic personality scored a tremendous hit with the record breaking attendance. The Gold Cup winners were James F. Collins, Jr., Du-Par's, pies; Lough's Bakery, Santa Monica, variety breads; Lun Chan, Phoenix Bakery, sweet goods; Edna Hackler, Hackler Bakery, decorated cake; Harry Becker, Manhattan Bakery, Manhattan Beach, doughnuts; Gail Vance, Sugar 'N Spice Bakery, Bell, white bread; H. Hansen, Hansen's Bakery, layer cake; John McNamara, Humphrey's Bakery, novelty cake, and Ramona Baking Co., San Pedro, cookie award.

For the first time awards of merit were given to outstanding products of the following bakeries: cookies—Cookie Jar Bakery, Glendale; Phoenix Bakery; Mrs. England Bakery, Pasadena; Weiss Bakery, Bellflower.

Layer cakes—Eitel's Bakery, West Covina; Sugar 'N Spice Bakery, Bell; Shopping Bag Bakery; Perkins Bakery, Santa Ana.

Pies—Le Mart's Pie Shop; Du-Par's, Studio City; Hildy's Bakery, Santa Monica.

White bread—Thornton's Bakery, Pasadena; Van de Kamp's Holland Dutch Bakery; Golden Krust Baking Co.

Doughnuts—Flaky Pastry, Van Nuys; Sugar Bowl Bakery.

Variety bread—Beverly Wood Bakery; Isom's Bakery, Long Beach; Nix-

on's Bakery, Whittier; Ann's Bakery, Inglewood.

Sweet doughs—Wright's Bakery, Glendale; Ebmeyer's Bakery, Montrose; Shopping Bag Bakery; Carolina Pines.

Decorated cakes—Smith's Bakery, Bakersfield; Ralph's Grocery; Community Bakery, Montebello; Helm's Bakery.

Novelty cakes—Isom's Bakery, Long Beach; Boisdeau Bakery; Edna Hackler.

—BREAD IS THE STAFF OF LIFE—

NEW JERSEY CONVENTION

DATES SET FOR OCT. 9-11

NEWARK, N.J.—The 36th annual New Jersey Bakers Board of Trade convention has been set for Oct. 9-11 with the North Jersey division named as the convention host. Joseph Gratzel, 472 Cedar Lane, Teaneck, N.J., president of the division, will be the convention's general chairman.

Extra space is being allotted for exhibits this year. Exhibitors will be allowed to set up their displays Oct. 9. Registration begins on Oct. 9, and entertainment will be scheduled for the evening of Oct. 9 and the afternoon of Oct. 10. The president's banquet will be on Oct. 10 and the luncheon on Oct. 11.

Mr. Gratzel has appointed the following committees:

Displays and exhibitor space, Richard Methven, chairman, 75 Columbia St., Closter, N.J., assisted by Frank Casey, Jr., and Hubert Berchem. Program and arrangements, Paul Boruta, chairman, 84 Wallington Ave., Wallington, N.J. Publicity releases and mailing, Michael Herzog, 48 Claremont Ave., New Brunswick, N.J.

All requests for space should be sent to Mr. Methven. All other inquiries may be mailed to: Carl Greus, Executive Secretary, New Jersey Bakers Board of Trade, Inc., 104 Lillie St., Newark 4, N.J.

—BREAD IS THE STAFF OF LIFE—

BURRY BUYS LEROY FOODS

ELIZABETH, N.J.—Burry Biscuit Corp. has announced acquisition of all of the capital stock of LeRoy Foods, Inc., Brooklyn, N.Y. For the past several years Burry has baked and prepackaged the chocolate wafers for the patented LeRoy method of making ice cream sandwiches.



BAKERS FORUM EVENTS—Recorded pictorially here are some of the events of the sixth annual Bakers Forum held recently at Los Angeles. Posing on the left for a pre-convention picture which was used for newspaper publicity are: Jack McCarthy, Sugar Products, general chairman for the Bakers Forum; Ginny Jackson, radio and television singing star; Frank Ralphs, Ralphs Grocery. Mr. Ralphs is shown entering cakes from the chain's bakery, in the Gold Cup competition at the forum. Miss Jackson presided at the Gold Cup banquet. Answering a curtain call (center) at the conclusion of the three-act presentation of bakery selling and merchandising are: Ray Ziegler, Westco Products, session chairman; Carl Rood, General Mills, Inc.; Norman McKinley, and Mary Wilton, of the Wilton School of Cake Decorating; Herb Schindler, Schindler's Bakery, Pasadena; Marge Cohen, Pic-Son

Bakery, Los Angeles; Genevieve Elam; Helen Cole, packaging consultant; Carl Rood; and Roy Barrington, florist. The play was produced by Jay Thornton, Thornton's Bakery, Pasadena. On the right are the Gold Cup winners. First row: James F. Collins, Jr., Du-Par's, Los Angeles, pies; George Bleich, Westco Products, who accepted the variety breads award for Lough's Bakery, Santa Monica; Lun Chan, Phoenix Bakery, Los Angeles, sweet goods; Edna Hackler, Los Angeles, decorated cake; Harry Becker, Manhattan Bakery, Manhattan Beach, Cal., doughnuts; Ginny Jackson; back row, Gail Vance, Sugar 'N Spice Bakery, Bell, Cal., white bread; H. Hansen, Hansen's Bakery, Los Angeles, layer cake; John McNamara, Humphrey's Bakery, Los Angeles, novelty cake; Mack Mennealy, Consumers Yeast Co., who accepted the cookie award for Ramona Baking Co., San Pedro, Cal.

Poster-Program To Push Father's Day Bakers' Cake

For the fourth successive year, the Fleischmann Division of Standard Brands, Inc., is sponsoring a bakers' tie-up with Father's Day via a special spot for Father's Day cakes on the official poster that will be distributed to hundreds of thousands of outlets in advance of the June 20 celebration.

In addition to its success in having a baker's cake for "dad" shown on the official Father's Day poster, Fleischmann is distributing a special poster for bakers, with similar artwork but with greater emphasis on the baker's cake and with a slogan which says: "Order Your Father's Day Cake Today!"

This special poster is being distributed in the belief that the emphasis on a baker's cake (against the background of the same poster that will be seen by millions of consumers during the weeks preceding Father's Day) will do much to sell the public on the idea that cake is the official dessert for a Father's Day dinner and a "must" Father's Day purchase.

Father's Day Success Stories

Although no official statistics are available to determine the percentage of increase in Father's Day cake sales since 1950, when Fleischmann first succeeded in getting a cake on the official Father's Day poster, all indications are that the June celebration has become one of the most profitable single "days" on the baker's calendar. Here are reports from the 1953 promotion:

BAKER A—Hartford, Conn.: "Sold five times more cakes than Father's Day the previous year."

BAKER B—Cumberland, Md.: "Had great Father's Day sales increase."

BAKER C—Columbus, Ohio: "House-to-house salesmen recorded a 55% Father's Day gain over last year."

BAKER D—Phoenix, Ariz.: "Used posters. 20% increase on Father's Day cakes."

BAKER E—Los Angeles: "Sold a much larger number of Father's Day cakes than any previous year."

A "Natural" for Bakers

As was pointed out in the first 1950 promotion, Father's Day is a "natural" for the sale of baker's cakes because Mother (the baker's "No. 1" customer) is as much a prospective purchaser as sis or brother.

In addition to their participation in over-all Father's Day activities, bakers can build a wide variety of merchandising activities around their display of the special Fleischmann Father's Day posters. These include special Father's Day cakes featuring straw hats, pipes, etc., special reference to Father's Day in newspaper ads and on radio or TV, and the display of Father's Day badges by sales personnel.

Father's Day Badges

The company's 1953 success story reports indicate that the display of simple Father's Day lapel badges, by retail bakery sales girls and house-to-house salesmen, was extremely effective in stimulating advance interest in and advance orders for Father's Day cakes. One house-to-house baker attributed the advance sale of 1,000 Father's Day cakes to this simple device.

A review of the 1953 stories also

indicates that when bakers used advance newspaper advertising they enjoyed greatly increased advance sales. To encourage more effective and economical use of this medium in 1954, free 2-column Father's Day ad mats for bakers are available upon request from Fleischmann Division, Standard Brands, Inc., 595 Madison Ave., New York, N.Y.

—BREAD IS THE STAFF OF LIFE—

General Mills Gives Brown 'n Serve to Canadian Bakers

MINNEAPOLIS — The Canadian Patent Office has issued a patent on the Brown 'n Serve process in the name of General Mills, Inc., it has been announced by E. L. Schujahn, general manager of the company's Canadian operations. The patent is being dedicated without royalty or license to the baking and milling industry of Canada.

This act corresponds to a similar move made by General Mills in 1949, when the company dedicated a U.S. patent issued on the Brown 'n Serve process to the people of America. As in the U.S., the Canadian patent was obtained to make sure that no other inventor could secure a patent that might be used to interfere with free use of the process by all the baking industry.

The Brown 'n Serve process will celebrate its fifth anniversary this October. Increasing in popularity each year, it has achieved "amazing" consumer acceptance in the U.S., GMI says. Surveys have shown that bakers are equally enthusiastic. "Seldom, in any field," said Mr. Schujahn, "has a new food idea demonstrated such real selling power or found its way into American homes on a national basis at such a rapid rate. Brown 'n Serve has been directly responsible for a measurable increase in the use of bakery goods at the evening meal."

General Mills purchased the idea from two Florida bakers and turned the idea over to its research baking laboratory for further study and development. After months of testing it was released to the bakers of America with no strings attached. By dedicating the new Canadian patent to all bakers, General Mills makes the Brown 'n Serve process the privilege of every baker, Mr. Schujahn said.

—BREAD IS THE STAFF OF LIFE—

Danish Student

SOLVANG, CAL.—Peter Weber, 24-year-old exchange bakery student from Denmark, has completed his period of employment here as a helper at the Carl Birkholm Solvang Bakery. He is returning to Denmark to resume work in his father's bakery in the province of Schleswig.

Mr. Weber said that most of Denmark's bakeries were small family-operated shops, where the trade was handed down from father to son for generations. The large American bakeries and the high degree of mechanization, even in the small shops, amazed Mr. Weber. In Denmark most bakery operations are still carried on by hand.

Nevertheless, he said that the bakery business was basically the same and that he believed that a Danish baker could become an American baker, and vice versa without much difficulty.



ALLIED PLANS — Newly elected officers of the New England Bakery Allied Tradesmen's Assn. are busy here making plans for the year ahead. Left to right, secretary-treasurer, Joseph Boyle, Boyle & Co.; president, Robert Borden Co. and vice president, Louis Cosgrove, Wesson Oil and Snowdrift Sales Co.

MOSTLY PERSONAL

Paul Prentiss, Cochrane Foil Products Co., Chicago, and his wife, Rita, are the parents of a 5-lb. 13 oz. baby boy, born April 16 at the Resurrection Hospital, Chicago. The boy, named **Mark Robert**, and Mrs. Prentiss are doing well.

Morehead Patterson, chairman and president of American Machine & Foundry Co., has been named 1954 chairman of the U.S. Committee for United Nations Day by Secretary of State John Foster Dulles.

Jackson O. Shuford, secretary-treasurer, Columbia Baking Co., Atlanta, has been elected to membership in the Controllers Institute of America.

Mr. and Mrs. E. B. Keirstead of West Hartford, Conn. are vacationing in St. Petersburg, Fla. Mr. Keirstead is owner of a chain of 22 bakeries in Connecticut, and is treasurer of the New York Bakers Club, Inc. He is one of the two living charter members of the club.

In recognition of his efforts in using eggs in the manufacture of bread, **Paul Dean Arnold**, president, Arnold Bakers, Inc., Port Chester, N.Y., will receive a scroll from the poultry industry in the U.S. on July 21 in Cleveland. The scroll will be presented by **Roscoe Hill**, president, Poultry and Egg National Board, at the board's breakfast which will be held in connection with the American Poultry & Hatchery Federation con-

vention. Another scroll from the poultry industry will be presented by Mr. Hill at the same time to **Admiral Richard E. Byrd**, vice president of Arnold Bakers, in recognition of the contribution made by the admiral in the development of frozen bread.

James J. Leahy, manager Marhoefer Baking Co., Altoona, Pa., has marked completion of 30 years of service in the baking industry. He began his career on April 21, 1924, as a salesman for the old Altoona Baking Co. He was made manager of the Marhoefer plant in Altoona in 1944.

George Huggins, flour sales manager for the Roanoke City Mills, Inc., Roanoke, Va., has been elected president of the Roanoke Sales Executives Club. Retiring president of the organization is John I. Bowman of Bowman's Sunbeam Bakery. This club has received national awards for achievement, winning in 1952 a sales management trophy and an award for outstanding club progress. Mr. Huggins is also a director of the Roanoke Advertising Club.

Fred L. Cobb, head of Cobb's Sunlit Bakery, Green Bay, Wis., and widely known in national bakery circles, recently was honored with an honorary colonelship and aide-de-camp designation by Gov. Edwin L. Mechem of New Mexico. He was presented with an engraved scroll of his commission while visiting Albuquerque for the recent meeting of the Southwest Bakers Assn.



PLUGS PINEAPPLE—Priscilla's Cake Box, San Francisco, sold over 500 pineapple upside-down cakes during one week end. John Weitzel, owner, stated that during the event the cakes were sold "hot out of the oven," which necessitated baking cakes four or five times during the day. Priscilla's Cake Box has staged several "Pineapple Week-Ends" to date, during which they featured pineapple tortes and other pineapple baked foods.

Pineapple Promotion . . .

Year-round, big space pineapple industry advertising in top national magazines is creating new preference for pineapple baked goods, it is reported. To capitalize on this increased demand for pineapple items, many bakers are now scheduling special "Pineapple Weeks," during which old and new favorites are featured in displays and advertising. Among the West Coast bakers who have staged such promotions are the Foster's Bakeries and the Priscilla's Cake Box Bakeries. Both report "Pineapple Week" promotions were among the most profitable special events ever run, the Pineapple Growers Assn. reports.

Full-page canned pineapple industry advertisements in May issues of bakery trade magazines will suggest bakers profit from the "Pineapple Week" idea by picking a week to bake and display pineapple cakes, pies, sweet goods and other pineapple specialties.

Display pieces are being offered to help bakers make "Pineapple Week" a profitable source of extra business. "Pineapple Week" counter cards (9 in. by 12 in. with easel backs) for window and counter displays are available on request.

Streamers, counter cards and truck posters featuring pineapple pie, and counter cards featuring pineapple upside-down cake are also available. All of this material is free on request from the Pineapple Growers Assn., 215 Market St., San Francisco.

Bakery Sanitarians Seek New Members

NEW YORK—The practical advantages of belonging to the National Association of Bakery Sanitarians will be stressed in a vigorous drive for qualified members, headquarters of the society has announced.

The first step in the membership drive will be the distribution of a 4-page folder, "An Invitation to Bakery Sanitarians." It will be sent to supervisors of bakery sanitation maintenance in the U.S. and Canada.

Four advantages of membership are cited:

- (1) It enables sanitarians to ex-

change new and useful information, through national and local chapter meetings, and to review current problems in bakery sanitation.

(2) It helps sanitarians to keep bakery management informed of improved sanitation practices, thus promoting efficiency and economy.

(3) It helps keep sanitarians up to date (through a newsletter and a monthly sanitation magazine) on significant new national developments in the field; and

(4) It aids in promoting the professional development and advancement of each member.

Additional details and membership applications may be obtained from the National Association of Bakery Sanitarians, Room 216, 855 Ave. of the Americas, New York 1, N.Y.

Rocky Mountain Bakers to Gather

DENVER — Top-flight speakers have been secured for the 28th annual convention of the Rocky Mountain Bakers Assn. to be held at the Albany Hotel, Denver, June 13-14. Among them are: Don Copell, vice president, Wagner Baking Corp., with plants in Newark, Brooklyn, Cleveland, Detroit and Chicago; William F. Thie, Virginia Bakery, Cincinnati, president of the Associated Retail Bakers of America; Earl Cox, Helm Bakers, Los Angeles, and a representative of the American Bakers Assn. yet to be named.

The program committee is made up of C. J. Downing, Old Homestead Bread Co., chairman; Eddie Gonzales, Sr., Miller's Super Markets, co-chairman; Dick Jones, Continental Paper Box Co.; Roger Knight, Jr., Campbell-Sell Baking Co.; Maurice Rust, Rust's Sales Co.; Don Blanchard, Mrs. Hurd's Bakery, and Fred Voss, Voss Bros. Bakery—all of Denver. The program will be slanted at supplying information that will help bakery owners in bettering present day bakery operation.

RETAIL BAKERY SALES UP FROM 1953 FIGURES

WASHINGTON — February sales of bakery products in retail establishments rose 8% above February, 1953, figures, according to the U.S. Department of Commerce. Sales were down 6% in February, 1954, compared with January, 1954. Sales during the first two months of 1954 were 8% above those for a similar period in 1953.

A well rounded entertainment program is being shaped by the entertainment committee headed by Stan Self, Standard Brands, Inc., Denver, with Gus Kesselring, Gus's Butter Maid Bake Shop, Denver, co-chairman. This will feature the annual dinner-dance to be held at the Aviation Country Club.

The officers of the association are: Jack Jacobson, Kilpatrick Baking Co., president; Eddie Gonzales, Miller's Super Markets, first vice president; Dick Knight, Macklem Baking Co., second vice president, and Fred Linsenmaier, Linsenmaier Bakery Service, secretary-treasurer. All are from Denver.



BREAD FOR MEAL MAGIC—Swift & Co., Chicago, is playing the baker's friend in its giant "Meal Magic" promotion now being carried on nationally. The "Meal Magic" is a nation-wide food store promotion, including chain and independent stores. Kits containing large three color posters, selling appetite appeal and foods purveyed by Swift & Co., are sent to the stores for display. However, generous support is given the baker, since one banner in the material is devoted exclusively to bread, and many infer bread and roll usage. Swift & Co. spokesmen say the promotion follows the theme of "nutrition is our business," and that the firm is glad to recognize the valued place of the baking industry in this theme.

5-Day Week

(Continued from page 10)

the appearance to the customer that the bread is stale.

4. Consumers quickly become aware that fresh bread was not being delivered on Wednesdays and eliminated or reduced their purchases on those days.

In all discussions of the 5-day week, freshness of white bread takes a very important part and it has been pointed out that the freshness problem can not be overestimated, as freshness is the life blood of the baking business. Tests which have been made during the past quarter of a century have proven conclusively that fresh bread will be consumed in greater quantities than bread that is a day or two old. In a recent survey 75% of a large group of people surveyed clearly expressed a preference for bread less than a day old, and 1,455 out of 1,569 people interviewed in another survey selected freshness as the most important consideration when purchasing white bread.

The chain stores that have their own bakeries have fresh bread on the shelves six days a week which creates a problem in most areas now on the 5-day week. A careful study of any particular local area will bring out the competitive problems involved with such operations as the chain grocery stores, retail bakeries and the housewife herself who may be tempted to go back to baking a little bread or rolls in her own kitchen. As for the salesman who normally has two heavy days, Monday and Saturday, the 5-day week creates two Mondays and two Saturdays. If Wednesday is the off day, Tuesday becomes like Saturday and Thursday like Monday, and the salesman has four days of heavy work and pressure and only one normal day a week.

In one city it was estimated that with a 5-day delivery week, with the production problems that would result and with the shop overtime that would be required, the cost would be 1/4 of a million dollars a year.

Some of these problems can be overcome by operating six days and hiring an extra or swing man to work the sixth day, but the cost of such an arrangement to both the regular salesmen and the employer probably does not justify this arrangement. At least this seems to be the general opinion in most areas now operating on a 5-day week. As is indicated previously under the 6-day swing arrangement, the share of total revenue going to driver salesmen's payroll increases 2.28% or close to 16% of the share of revenue paid to driver salesmen as wages and salaries and that a greater profit decline was recorded for areas operating six days with a swing man than in areas operating five days with a dropout day.

As has also been pointed out in several areas, the 6-day delivery system requires hiring and training one new man for every five now employed. In areas operating on this basis it is soon discovered that the new man doesn't have the same interest in the route as the regular salesmen. The swing man may miss stops, make errors and alienate good customers reducing sales and increasing stakes. The salesman is penalized for the mistakes of someone over whom he has no control and the companies are penalized with loss

of sales and customers' good will.

Any group of men would probably prefer to work five days rather than six or four days rather than five, all other things being equal. The obvious point is that other things are not equal and the possible damage that the 5-day week for salesmen can do to the company, the industry in general and the pay and security of the salesman himself can be discovered only by a careful study of local area problems.

BREAD IS THE STAFF OF LIFE

"Everyday Miracles" Wins Freedom Award

VALLEY FORGE, PA.—The Freedoms Foundation, at Valley Forge, Pa., has announced the presentation of the George Washington Honor Medal to Standard Brands, Inc., for sponsoring the 16 mm. "bakers" version of "Land of Everyday Miracles."

According to the foundation's announcement, this pictorial tribute to America and to the baking industry was selected by a distinguished national awards jury "for outstanding achievement in bringing about a better understanding of the American way of life."

The category in which "Land of Everyday Miracles" was entered includes outstanding 16 mm. films, TV and radio programs, magazine articles and advertising programs.

Presentation of this Freedom Foundation endorsement coincides with the Fleischmann Division's publication of a new endorsement folder containing letters from several outstanding educators and audio-visual authorities who have seen the film. They recommend that the film be shown in every American school.

In making the new endorsement folders available to bakers for their use in booking the film into the schools and colleges of their communities, it is emphasized that direct baker participation in arranging such showings is an opportunity they should not miss. The movie serves to emphasize that the enriched bread they are producing and distributing in the community is the same enriched bread referred to in the film as one of America's most important "Everyday Miracles."

Also, the movie is a powerful recruitment tool which can be followed up and used by local bakers who wish to interest vocational and high school graduates in baking as a career, Fleischmann officials said.

BREAD IS THE STAFF OF LIFE

New York Meeting

NEW YORK—The Bakers Club, Inc., held its first outdoor meeting of the year on April 27, at the Garden City Country Club with about 90 members and guests. A goodly number participated in golf, and winners were E. L. Timberman, Continental Baking Co. and W. C. Duncan, William C. Duncan & Co., in class A; in class B, W. R. Rutherford, Standard Brands, Inc., and B. Rous, Federal Carton Corp., won, and class C prizes went to R. E. Brown, Baker's Weekly and C. C. Chinski, Chinski Trading Corp. who was tied with J. F. McCarthy, Doughnut Corp. of America.

Philip Baker Harley, Baker Perkins, Inc., New York was elected a resident member during the business meeting presided over by Emil Fink, Fink Baking Corp., president.

The meeting on May 20 will be held at Baltusrol Golf Club, Springfield, N.J.

CONVENTION CALENDAR

May 11-12—Iowa Bakers Assn., Savery Hotel, Des Moines; sec., Norman X. Swenson, 113 South Court St., Ottumwa, Iowa.

May 23-25—New York State Association of Manufacturing Retail Bakers, Hotel Roosevelt, New York City; sec., Peter J. Braida, American Bakers Publishing Co., Produce Exchange, New York 4, N.Y.

May 23-27—American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

May 24-27—Biscuit and Cracker Manufacturers Assn. of America and Independent Biscuit Manufacturers Co., Inc., joint meeting, Drake Hotel, Chicago, Ill.; sec., Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.

June 5-7—Pennsylvania Bakers Assn.; Pocono Manor, Mt. Pocono, Pa.; sec., Theo Staab, 5700 North Broad St., Philadelphia 41, Pa.

June 7-8—South Dakota Bakers Assn., Grand Hotel, Watertown, S.D.; sec., Lex Quarnberg, Watertown (S.D.) Milling Co.

June 12-15—New England Bakers Assn.; Poland Spring House, Poland Spring, Maine; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 13-14—Rocky Mountain Bakers Assn.; Albany Hotel, Denver; Sec., Fred Linsenmaier, Box 871, Denver 1, Colorado.

June 17-18—Bakery Equipment Mfrs. Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

June 19-21—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

June 21-23—Potomac States Bakers Assn. and Bakers Club of Baltimore, The Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 25-27—West Virginia Bakers Assn., Greenbriar Hotel, White Sulphur Springs, Va.; sec., Edward John-

son, 611 Pennsylvania Ave., Charles-ton, W. Va.

Sept. 12-15—Lake Michigan States Bakers Fall Conference and Recreation Party; French Lick Springs Hotel, French Lick, Ind.; Sec's., Indiana Bakers Assn., Charles P. Ehlers, 2236 E. Michigan St., Indianapolis; Illinois Bakers Assn., Marion B. McClelland, 221 W. Prairie Ave., Decatur, Ill.; Wisconsin Bakers Assn., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 19-21—Virginia Bakers Council, Inc., Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold K. Wilder, 5 So. 12th St., Richmond, Va.

Sept. 26-28—Southern Bakers Assn. Production Conference, Hotel Biltmore, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

Oct. 14-15—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 16-20—American Bakers Assn., Sherman Hotel, Chicago; sec., Harold Fiedler, Room 1558, 20 North Wacker Drive, Chicago 6, Ill.

Oct. 17—Bakery Equipment Mfrs. Assn., Sherman Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

1955

Jan. 30-Feb. 1—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

April 17-20—Associated Retail Bakers of America, McAlister Hotel, Miami, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

June 20-22—Potomac States Bakers Assn., the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.



BREAD EDUCATION—As part of its public education program the Central Florida Bakers Council, Inc., Tampa, Fla., participated in home shows in Clearwater, St. Petersburg and Sarasota, Fla., by displaying the above booth. The booth's theme was built around the American Bakers Association's booklet, "How Much Do You Know About Bread?" which was handed out during the shows. Supplementing this theme was the continuous showing of the Anheuser-Busch, Inc., film, "The March of C," and the film, "The Land of Everyday Miracles," produced by Standard Brands, Inc. H. B. Oswald, executive secretary of the council, alternating with members, was in continuous attendance at the booth.

SBA Convention

(Continued from page 13)

would take the form of publicity work and recruitment as well as financial contributions, Dr. Rumsey stressed, since the need for more management-trained bakers is growing greater every year.

One of the highlights of the business session was the presentation of a honorary life membership scroll to W. E. Long, the W. E. Long Co., Chicago. The presentation was made at the annual business meeting so that Mr. Long could return to his new home in Sarasota, Fla., and was made by Caesar Medina, Holsum Bakers, Inc., Tampa, Fla.

Harold Russell of Gambrell, Hartman, Barwick, Russell & Smith, Atlanta attorney handling the grain rate case for the Southern Bakers Assn., with the Interstate Commerce Commission, reported at length on the pending appeal following denial of the SBA petition for an equalization of grain rates from wheat pro-

ducing areas into the Southland.

The freight rate increases as originally set up would raise rates 6½ to 7¢ per sack of flour for shipment to Alabama and Florida from Oklahoma and Kansas spots, 5½ to 7¢ into Georgia and ½ to 1¢ to North Carolina spots.

Mr. Russell felt that some ruling on the petition would be due approximately June 1 of this year with the provision for further delay if a final decision is not handed down.

The attorney believed it will be Aug. 1 at least before the case is decided and feels that the Southern Bakers Assn., acting for the bakers of the South, has a good chance of winning.

He emphasized that the baking industry in the area is saving \$1,500 each day a decision is delayed.

Hugh Adcock, Corn Products Sales Co., Atlanta, Ga., acted as master of ceremonies for the annual banquet of the SBA which closed the 40th convention. Featured speaker was Rex Paxton, director of public relations, Sutherland Paper Co., Kalamazoo, Mich. Mr. Paxton, in his inspirational address, emphasized the fact that an even greater future is ahead for the nation and its baking industry.

Convention Notes

Mr. and Mrs. Roy H. Brown, Brown-Gree Co., Inc., Knoxville, Tenn., and Mr. and Mrs. Mike Harding, Bowman Dairy Co., Atlanta, were the victims of an automobile accident which occurred not too far from their St. Petersburg destination. Mrs. Brown received a shoulder injury, Mr. Brown an injured ligament in his leg, and Mrs. Harding an arm injury. Mr. Harding fortunately came through unscathed. Reports indicate that Mr. and Mrs. Brown had recovered sufficiently to return to their home in Knoxville. Mr. Brown is a member of SBA's board of governors.

George and Rita Lohstroh, Dow Corning Corp., were called back to Atlanta the second day of the convention to rush to the hospital where Rita's sister was undergoing a major operation.

Fred Adler, Anheuser-Busch, Inc., Atlanta, was beaming proudly over a new grandson, Charles Richard Battle, Jr., who recently made his appearance at the Detroit home of Fred's daughter and son-in-law, Mr. and Mrs. Charles R. Battle.

In the charm and pulchritude department should be included the name of Mrs. C. K. Evers, mother of Barney Evers, American Bread Co., Nashville, Tenn., Mrs. B. Streb, mother of Raymond Streb, Royal Baking Co., Raleigh, N.C., Carol Ann and Mary Jo Blessing, daughters of Roger and Mrs. Blessing, Commander-Larabee Milling Co., Minneapolis; Martha Evers, daughter of Barney and Mrs. Evers, and Dolores Jones, daughter of Mr. and Mrs. Paul Jones, Jones Bakeries, Winston-Salem, N.C.

Retirement seems to agree with Gene Nicolait, Anheuser-Busch, Inc.; George Gentry, Standard Brands, Inc., and W. E. Long, the W. E. Long Co., as they all looked younger, tanned and pleased with the world.

There were many calls for "one of those black books"—the same being the handsome new FSU Baking Science and Management brochure which made its appearance at the convention.

Stars of the shuffleboard tournament were Raymond Streb and Claude Miranda, Peterson Oven, who continued their game in a steady

downpour of rain, seemingly oblivious and completely nonchalant, their progress being reported hilariously by first one and then another from protected vantage points around the hotel.

Paul Nease, Russell-Miller Milling Co., Birmingham, Ala., was seen scurrying around for a box in which to tenderly pack the coffee maker he won as a door prize at the administrative meeting. According to Paul it was the first time he had ever won a prize and he was quite proud of it.

SBA Allied

(Continued from page 13)

Lee Whidby, Birmingham, Ala. Named for two year terms were Leon Elmore, Anheuser-Busch, Inc., Jacksonville, Fla., and Tom Hunt, Panplus Co., Nashville, N.C.

Mr. Stroupe's report as allied president said there was little likelihood of affiliation with the national organization, the Allied Trades of the Baking Industry, Inc., because of necessary changes in the by-laws and dues-paying procedure.

Brooks Pearson, the Rushin-Pearson Co., Atlanta, and Dr. L. A. Rumsey, head of the Department of Baking Science and Management at Florida State University, Tallahassee, Fla., told of the progress of the only four-year college course for bakers and stressed the need for the assistance of the allied men in "talking it up" so more students can be sent to the school. It was said that 100 students were necessary to fill the department to its ultimate capacity.

Dr. Rumsey showed a new brochure describing the school which he said should be carried by all southern bakers and allied men "as a tool to tell the story of the Florida State University baking school and to get immediate help to finish the job leading to the graduation of the first group next year." He said that the average cost of a year's attendance at the school is between \$1,000 and \$1,200, and pointed out that the average scholarship maximum supplies \$400.

BREAD IS THE STAFF OF LIFE

CHRISTIE WILL BUILD EAST MONTREAL PLANT

EAST MONTREAL — Christie, Brown & Co., Toronto, plans to build a multimillion dollar biscuit and cracker bakery in East Montreal. Construction will begin this summer on a 26-acre site and completion is due at the end of 1955.

It will complete the company's current expansion program. An extensive modernization and expansion program at Winnipeg is under way. The Toronto biscuit and cracker bakery was completed in 1951.

An associated company, Christie's Bread, Ltd., has a bread and cake bakery at Montreal, and completed a new bread and cake bakery at Toronto in 1953. Both companies are subsidiaries of the National Biscuit Co., New York.

BREAD IS THE STAFF OF LIFE

HORN & HARDART SHOWS INCREASED NET PROFIT

NEW YORK—The Horn & Hardart Co., in its annual statement, shows sales during 1953 of \$41,833,645, compared with \$41,685,362 during 1952. The net profit in 1953 was \$1,059,629, or earnings per share of \$1.65, compared with \$945,525 or \$1.44 a share in 1952.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MACHINERY FOR SALE

PROOFER, AUTO. CHAMPION JR., NEW
Best offer. Nearly new machinery. Johnston, 1003 Spring St., Atlanta, Ga.

FOR SALE—UNIVERSAL WRAPPER-END
labeled—used 90 days. Plant changeover necessities selling. Regan Bros. Co., Box 268, Minneapolis 1, Minn.

ONE B. P. HIGH SPEED MIXER, 5 BBL.
water jacketed, one 15-ton Ammonia Compressor and 40 H.P. motor; one B. P. Intermediate Proofer, 6 pockets, 164 trays, one B. P. Bread Cooler and Sorting Table, 240 trays, 9' wide; one Standard Bread Wrapper, 13'; one Day Moulder, 48" Conveyor, converted to cross graining; ten 10' Dough Troughs. This equipment can be inspected while in operation. All in first-class condition. The Dayton Bread Co., 913 So. Patterson Blvd., Dayton 2, Ohio.

MACHINERY WANTED

WANTED—USED BRABENDER FARINOGRAF, must be in good condition. Address 1812, The American Baker, Minneapolis 5, Minn.

MISCELLANEOUS

FOR SALE—STANDARD GRADE IMITATION BUTTERSCOTCH POWDER. Good condition. Write Chr. Hansen's Laboratory, Inc., Little Falls, N. Y.

BUSINESS OPPORTUNITIES

BAKERY AND INCOME PROPERTY, Mass. Long established, specializing in pastries; 20 house to house routes, one wholesale, fully equipped, receipts \$450,000, rental income \$3,600. Attractively priced. Details, Rendlog Sales Co., 1775 Broadway, New York City.

BAKERY WANTED

BAKERIES WANTED—WE HAVE BUYERS for all types of bakeries. Mail us your listings or inquiries. Murray Bloom, 26 Court St., Brooklyn, N. Y.

W. E. LONG CONFERENCE PLANNED FOR JUNE 21-23

CHICAGO — The 40th General Managers Conference sponsored by the W. E. Long Co., will be held June 21-23 at the Edgewater Beach Hotel in Chicago, according to an announcement by E. E. Hanson, president.

As usual, independent bakers from every section of the country will gather at the 3-day meeting to review operations, get information on new developments, compare notes on methods, and discuss plans and policies which will help meet their problems.

While program details have not yet been announced, the conference will feature leading personalities from the baking industry and associated food fields. Skilled observers will report their views on the progress and the future of the independent bakery business, Mr. Hanson said.

Invitations have gone out to a selected list of independent bakery operators in the U.S. and Canada.

E. P. MITCHELL COMPANY
Flour—Corn Goods
GRAND 1554
Dwight Building • Kansas City, Mo.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

"SLOGAN SPECIAL"
The Quality Bakers' Flour
Oklahoma Flour Mills Co.
EL KENO, OKLAHOMA

Help Yourself to Health!



HOT SPRINGS

NATIONAL PARK, ARKANSAS

Health and happiness are always in season—and there's no better place to give them a boost than Hot Springs!

A staff of expert attendants is maintained in the Majestic Hotel Bath Department. Under their skilled treatment, you will find glowing health and contentment replace aches, tension and worries.

And remember, our Bath House is operated in accordance with regulations prescribed by the National Park Service of the U. S. Government's Department of the Interior.

MAJESTIC HOTEL APARTMENTS BATHS COTTAGES
Excellent outdoor recreational and sports facilities are maintained for the exclusive use of Majestic Hotel guests.
Write today for further information.



In The Year 1909

When our mill had a daily capacity of only 400 cwt.,
"GOOCH'S BEST" merited the above award.

In The Year 1954

45 years later, with a completely modern 5000 cwt.
mill, it is the wide acceptance of Gooch Milled Products
that makes us proud of—

GOOCH'S BEST
*Identical
Performance*
FLOURS

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Present Grain Storage 2,100,000 Bus.----Under Construction 2,000,000 Bus.

3 BAKER FLOURS



that give
more production
fewer worries!

TEA TABLE
OVENSPRING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"
RYE BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS



6,500,000
Bushels
Country and
Terminal
Storage

NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

MASTERPIECE - SWEET CREAM - VERY BEST



There's a **WORLD** of
QUALITY in . . .
JENNISON Flours

•
W. J. JENNISON Co.

Office: 576 GRAIN EXCHANGE, MINNEAPOLIS 15, MINN.

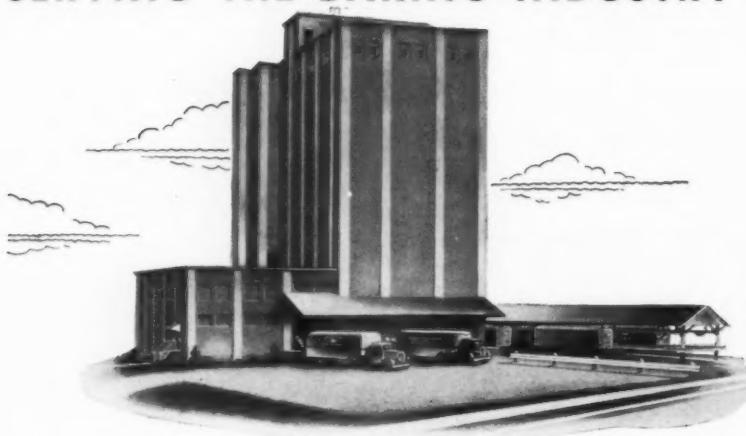
MAIN 8637

MILLS AT APPLETON, MINNESOTA
CHOICE OF MINNESOTA - BELMONT - STAMINA

J. F. IMBS MILLING CO. ST. LOUIS, MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTS. SACKS

SERVING THE BAKING INDUSTRY FOR

80 years...



WRITE, PHONE or WIRE
FOR QUOTATIONS ON . . .

a Cake and Cracker Flour
for Every Purpose!

Producing fine flours for 80 years, Valier's have grown with
the baking industry. Backed by a tradition of quality, plus
modern facilities and specialized experience, Valier's cake
and cracker flours are a *must* in many outstanding shops.

Come to the heart of the Buttercup wheat country
for unsurpassed quality, car after car.

VALIER & SPIES
MILLING COMPANY
ST. LOUIS, MO.

flours

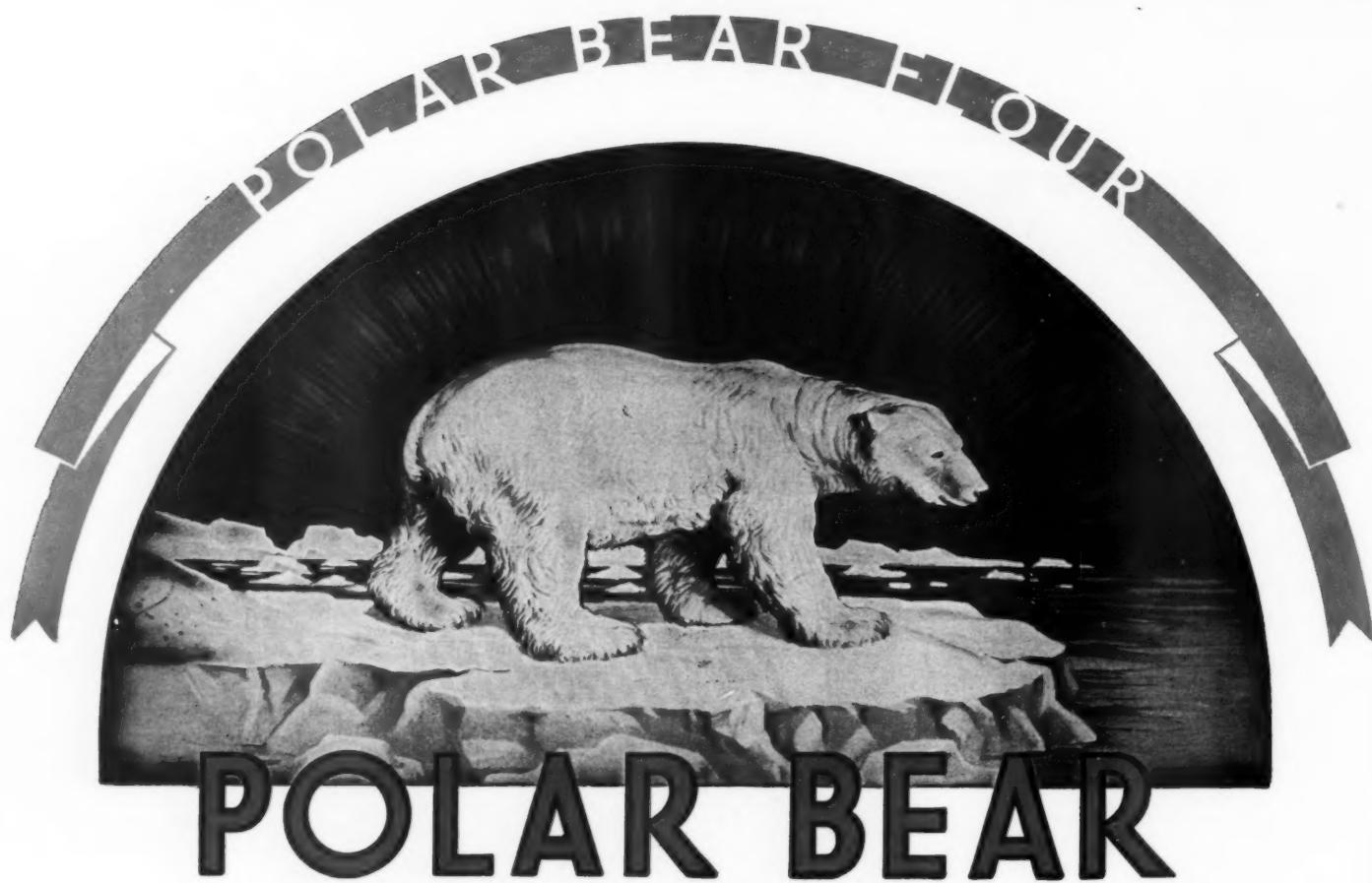
Individually milled

for

superior performance!

B.A. Eckhart
Milling Company

1300 CARROLL AVE. - CHICAGO 7, ILL.
Sales Representatives in Principal Cities

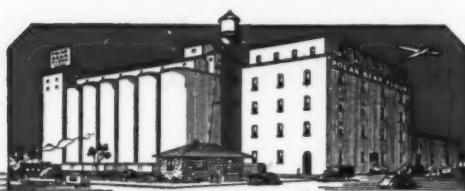


FLOUR IS KING

Once you realize the extra values POLAR BEAR flour offers a baker and with what efficiency it works in the bakery, you will be satisfied with nothing else. POLAR BEAR will win and hold the confidence of any baker who tries it.

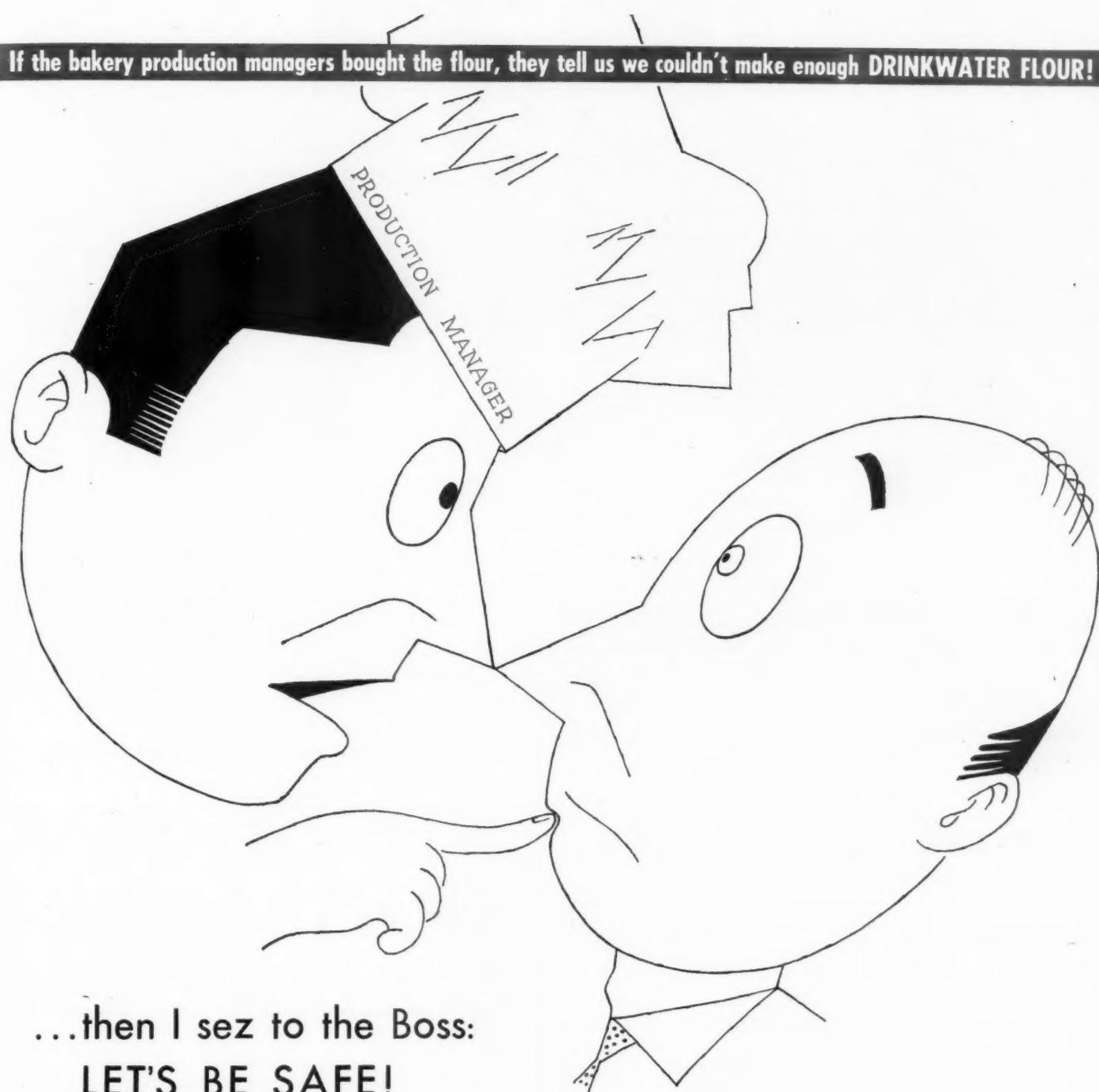
Founded by
Andrew J. Hunt
1899

Ralph C. Sowden
President



The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



...then I sez to the Boss:
LET'S BE SAFE!

You can shop for those "bargains" if you want to . . .
but, FIRST — buy at least 50%*

DRINKWATER FLOUR

In the shirtsleeves end of the baking business, you learn fast that quality ingredients make quality products. And cost less in the end!

MORTEN MILLING CO., DALLAS, TEXAS

*P.S....and 100% is better if you want to make the best loaf in town!

After all!

"THERE IS NO SUBSTITUTE FOR QUALITY"

WINGOLD WHEAT AND RYE FLOURS

RECOGNIZED FOR
Quality and Shop Performance

BAY STATE MILLING CO.

WINONA, MINNESOTA
Millers of HARD SPRING WHEAT and RYE FLOURS

PRESTON-SHAFFER MILLING CO. MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard
Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
Mills at Weitsburg, Washington, Freewater, Oregon, and Athens, Oregon
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

COUNTRY-MILLED from Country-Run Wheat located in the heart of America's foremost wheat producing section.
INDEPENDENT OWNER MANAGED

The WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS



Elderly lady lunching in cafe: "This rhubarb seems very stringy."

Waiter (politely): "Have you tried eating it with your veil up?"

During a West Texas sandstorm a farmer walked into the local real estate office and said, "Si, I want to put my farm up for sale."

"Now, now, Caleb," said the real estate agent, "don't be too hasty. You've seen these sandstorms before."

"Sure," replied Caleb. "When I see barrels go by like flying saucers I think nothing of it. When the wind blows the paint off the barn I don't even bat an eye. But when the badgers start digging holes a hundred feet up in the air, then by durn I'm headin' for another country."

A college student considered himself fortunate to get a small room and his board for only six dollars a week. In order to make a good impression on his landlady he ate everything she placed before him. Finally the landlady saw that she must either quit or raise his rate.

One evening, after watching him feverishly devouring his meal she said, "Young man, I regret to in-

form you that I shall have to raise your board to eight dollars."

The student looked up with a start, then pleading he said, "Please don't do that. It's all I can do now to eat six dollars worth."



"A psychiatrist saw another psychiatrist racing down the street with a couch on his head. 'Why the couch?' he called after his colleague, and the hurrying one replied breathlessly: 'House call'."



Woman driver to friend: "The part I don't like about parking is the noisy cash."



"In America," the G.I. explained to the Russian, "I can go right into the president's office and tell him what I think of him . . . Eisenhower, himself."

The Russian replied, "So what? In Russia, I can go right into Malenkov's office and tell him exactly what I think of President Eisenhower."



A man walked into a restaurant, handed the waiter 2 vitamin pills, asked him to dissolve them in a bowl of clam chowder. After a long interval he asked why he hadn't been served yet. "You'll get your soup, sir," said the waiter, "as soon as we can get the clams to lie down."



A husband ordered two dozen roses to be sent to his beloved wife on her 24th birthday.

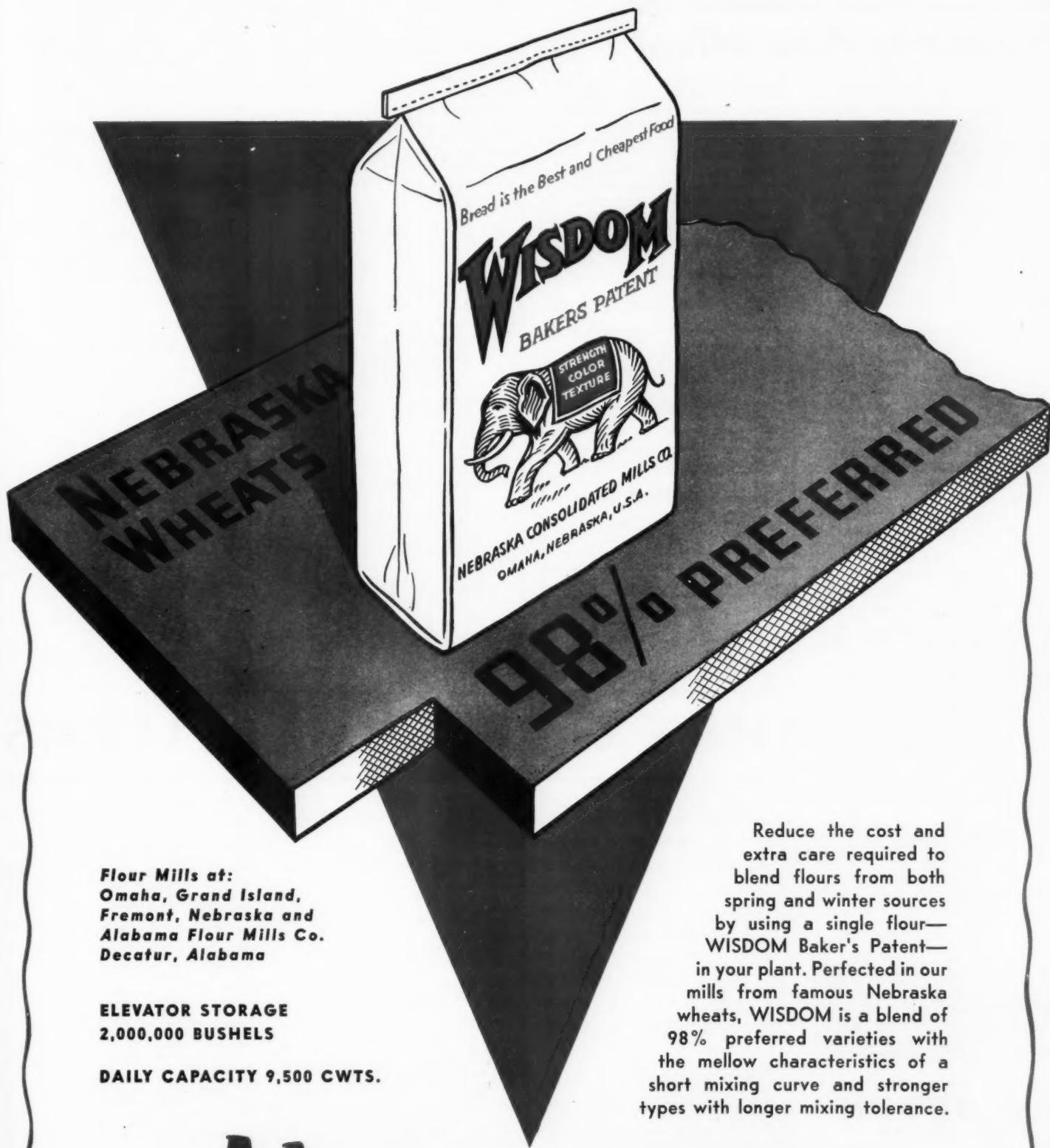
"A rose for every precious year of your life," his card read. Then, because the young fellow was one of his best customers, the florist threw in an extra dozen.

WESTERN STAR KANSAS STAR GOLDEN CREST



We have no monopoly on all of the good baking wheats, but we assure you that the wheats we choose for these STAR flours are top-notch in baking quality.

The WESTERN STAR MILL CO.
SALINA, KANSAS



NEBRASKA

Consolidated Mills Co.

General Offices: Omaha, Nebraska

Increased Food Chemical Use Predicted by Pfizer Official

LOS ANGELES—A spokesman for a leading chemical manufacturer has declared that certain revisions are needed in the Federal Food, Drug and Cosmetic Act, but stated that such changes should not unduly interfere with the orderly marketing of new chemical food additives.

John J. Powers, Jr., senior vice president, Chas. Pfizer & Co., Inc., Brooklyn, told a meeting of food technologists in Los Angeles that nowhere in the chemical industry had he encountered opposition to the Food & Drug Administration's assertion for need of amendment to the law.

However, he cautioned that "revision of the act should be effected so as to achieve the required objectives with a minimum impact on the orderly marketing of new products."

In addition, he said, chemical manufacturers are faced with difficulties because of a certain lack of uniformity in various state laws, which in some cases prohibit the use of a chemical additive already cleared at the federal level.

As examples of chemical food additives now in use, the executive cited vitamins B1, B2, and Niacin, which are employed in the fortification of foods such as flour, bread, cereal, and certain baby products.

Wider Usage Noted

Mr. Powers noted: "All will agree that rapid and continuing technological advances are resulting in an ever-increasing volume of new chemicals having a widening variety of food applications. This increasing volume alone would appear to warrant and dictate sufficient amendment of the act so as to assure that under no circumstances could an inadequately tested or unsafe chemical find its way into foods."

Mr. Powers observed that govern-

ment officials repeatedly have stated that the great majority of chemical manufacturers "are fully aware of and thoroughly discharge their responsibilities in the adequate testing of their products."

As an example of conflict between state and federal rulings on food additives, Mr. Powers described the use of ascorbic acid (vitamin C) in shortening the time needed for processing certain cooked and cured meat products. The process has been approved by the U.S. Department of Agriculture.

"However," Mr. Powers said, "we

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

WILLIAM PENN FLOUR CO.
FOREIGN FLOUR DOMESTIC

31st and Chestnut Streets
PHILADELPHIA 4, PA.

COHEN E. WILLIAMS & SONS
Nashville, Tenn.
FLOUR BROKERS

PHONE L. D. H. CABLE ADDRESS: COWIL

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find that at the state level we encounter difficulty, in no way related to either the safety or utility of the product . . . but rather because of the existence of laws which in effect constitute blanket prohibitions against the utilization of all but traditionally accepted ingredients."

Proposals advanced for revisions of the federal act, Mr. Powers stated, fall roughly into two categories—one would invest the Food & Drug Administration with the right of "prior approval" under which administra-

tive findings would only admit of court reversal if arbitrary or capricious; the other would fall short of conferring such "prior approval" right with the consequence that any court action initiated would invoke scrutiny of the facts rather than of the administrative conduct.

The goal attained by both these proposals, he pointed out, is to assure the administration of advance information on all proposed new food additives.

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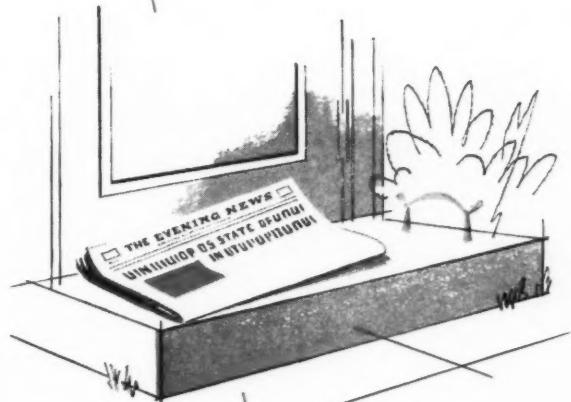
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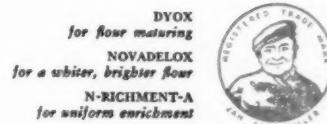
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News is an extremely perishable commodity. It must be delivered promptly and dependably to be of value.

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